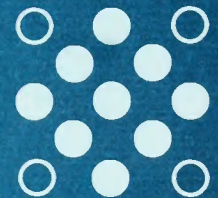
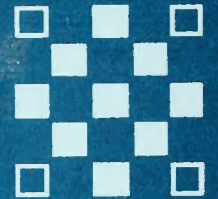
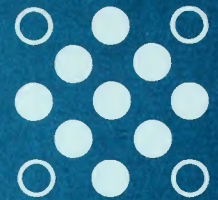
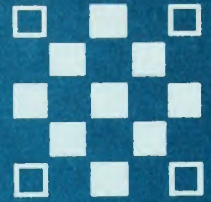


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POPULATION AND ECONOMY

ROCKY MOUNT. NORTH CAROLINA

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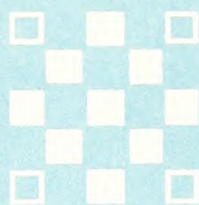
POPULATION AND ECONOMY

The preparation of this report, was financially aided through a Federal grant from the Urban Renewal Administration of the Housing and Home Finance Agency, under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended.

ROCKY MOUNT, NORTH CAROLINA

1964

\$1.00



THE CITY  GROWS  AND  EXPANDS
 INTO THE  COUNTRYSIDE AND THEN  IT
 BEGINS  TO FILL IN  AND BECOME MORE
 DENSELY  DEVELOPED AFTER WHICH  IT
 BEGINS  TO EXPAND  AGAIN 

THE ECONOMY  IS MORE RIGID  AND NEW
 INDUSTRIES  START  SLOWLY AND THEN GROW
 AND BECOME MORE STABLE  AND DEVELOP
 WITHIN  THEMSELVES  BEFORE 

BRANCHING OUT  AND BEFORE NEW 
 INDUSTRIES ENTER  THE AREA 

PREPARED FOR THE CITY OF ROCKY MOUNT, NORTH CAROLINA

Honorable William B. Harrison, MAYOR
Mr. William H. Batchelor, CITY MANAGER

CITY COUNCIL

Mr. John E. Bishop, Mayor Pro Tem
Mr. C. H. Felton
Mr. C. R. Pullen
Mr. W. E. King
Mr. C. B. Capps
Mr. W. E. Broughton
Mr. Otto C. Merritt, Jr.

PLANNING AND ZONING COMMISSION

Mr. Russell Buxton, Director of Planning

City Board

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Mr. Lyman Melvin, Vice Chairman
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City-Edgecombe Board

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City-Nash Board

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INTRODUCTION

This is one of a series of studies being prepared by the Rocky Mount Planning Board as part of a continuing planning program, assisted by the Division of Community Planning. The information and conclusions contained herein will be used to assist the City of Rocky Mount in planning for future development.

The past and existing population of Rocky Mount and its surrounding areas have been studied, and future projections have been made in this report. Since these projections are based on what has happened in the past, they only indicate what will happen if nothing is done to remedy the conditions in which past and present growth took place.

The economy of Rocky Mount has been studied in general with emphasis given to selected sectors. Employment characteristics and projections have been stressed rather than sales and production of goods. The employment and population projections were related and examined for deviations.

PAST TRENDS

Rocky Mount is located in an area of transition. In the past there have been periods of both rapid increases and relative stability in this area.

Rocky Mount was originally a mill town, and it derives its name from the mounds near the Falls of the Tar. When the tracks of the Wilmington and Weldon Railroad were laid near the mill in 1840, another settlement grew around the freight platforms and gradually merged with the mill town. The town thus formed was incorporated in 1867, and by the census of 1870, had a population of 357 persons.

The city can be examined in its regional context to explain how its population growth has occurred. In the immediate region it is a part of two agricultural counties of eastern North Carolina: Edgecombe County to the east, and Nash County to the west. Edgecombe County is typical of the flat country of North Carolina's coastal plain, while Nash County, although similar in its eastern portion, tends to become more rolling as it forms part of the "fall line" separating Piedmont, North Carolina, from the Coastal Plain.

Rocky Mount has been the trading center for this region, and the railroad has been a prime factor in the city's development. Tobacco, cotton, peanuts, grain, and lumber are the principal crops of this region. Other industries influencing the city's development are tobacco processing, textile manufacturing, fertilizer processing, and lumbering.

Since 1900, Rocky Mount's per cent of the total population of Nash and Edgecombe Counties has continued to increase each decade.

Table I. POPULATIONS OF EDGECOMBE AND NASH COUNTIES AND
ROCKY MOUNT FROM 1900 TO 1960

Year	Edgecombe	Nash	Total	Rocky Mount	% of Total
1900	26,591	25,478	52,069	2,937	5.6
1910	32,010	33,727	65,737	8,051	12.2
1920	37,995	41,061	79,056	12,742	16.1
1930	47,894	52,782	100,676	21,412	21.3
1940	49,162	55,608	104,770	25,568	24.4
1950	51,634	59,919	111,553	27,697	24.8
1960	54,226	61,002	115,228	32,147	27.9

Table I shows that in 1900, Rocky Mount had 5.6 per cent of all of the people in the two counties. In 1960, 27.9 per cent of the people in the two counties lived in Rocky Mount. The increasing urbanization of the population in the Rocky Mount area has generally followed the North Carolina pattern, which in 1900 was 9.9 per cent urban and in 1960, 39.5 per cent urban.

Table II shows how the sex and racial distribution of population has varied since 1910. These changes have not established any definite pattern, but it does appear that since 1940, the per cent of nonwhites in the total population has declined.

Table II. ROCKY MOUNT POPULATION, 1900-1960

	1910	1920	1930	1940	1950	1960
TOTAL	8,051	12,742	21,412	25,568	27,697	32,147
MALE	3,996	6,400	10,156	12,002	12,825	14,885
FEMALE	4,055	6,342	11,256	13,566	14,872	17,262
WHITE	4,982	8,118	12,704	14,798	16,893	20,827
NONWHITE	3,069	4,624	8,708	10,770	10,804	11,320



PERCENTAGE DISTRIBUTION

	1910	1920	1930	1940	1950	1960
TOTAL	100%	100%	100%	100%	100%	100%
MALE	49.6	50.2	47.4	46.9	46.3	46.3
FEMALE	50.4	49.8	52.6	53.1	53.7	53.7
WHITE	61.9	63.7	59.4	57.9	61.0	64.8
NONWHITE	38.1	36.3	40.6	42.1	39.0	35.2

EXISTING CHARACTERISTICS

Between 1950 and 1960, the population of Rocky Mount followed the general trend of eastern North Carolina; that is, the young adults migrated from the area.

Table III portrays the changes which occurred in Rocky Mount's population by age, sex, and race. There was a decline in the number of persons between 20 and 30 years of age from 1950 to 1960 in each sex and race classification. The "change" column on Table III shows what has occurred for a specific age group over the ten-year period. In 1950, there were 491 white males between the ages of 15 and 19. Ten years later the persons who were in this age group were now between the ages of 25 and 29, but there were 630 persons counted in this age group in 1960. Therefore, there was a net increase of 139 people in the 15 to 19 age group in 1950 as that age group moved forward to 1960. Even though this increase occurred, there were still 169 fewer people between 25 and 29 in 1960 than there were in 1950.

The trend toward fewer young people is even more significant in the non-white population. Between 1950 and 1960, there was a decline in the number of persons between 20 and 40 in both the non-white males and non-white females.

Chart I shows that between 1950 and 1960, Nash and Edgecombe Counties became more urban and less rural. In 1960, 66.6 per cent of the people in the two counties were living in either urban areas or were rural non-farm persons.

Between 1950 and 1960, the total number of white males



PERCENT OF POPULATION URBAN, RURAL NON-FARM, AND RURAL FARM IN EDGECOMBE AND NASH COUNTIES IN 1950 AND 1960

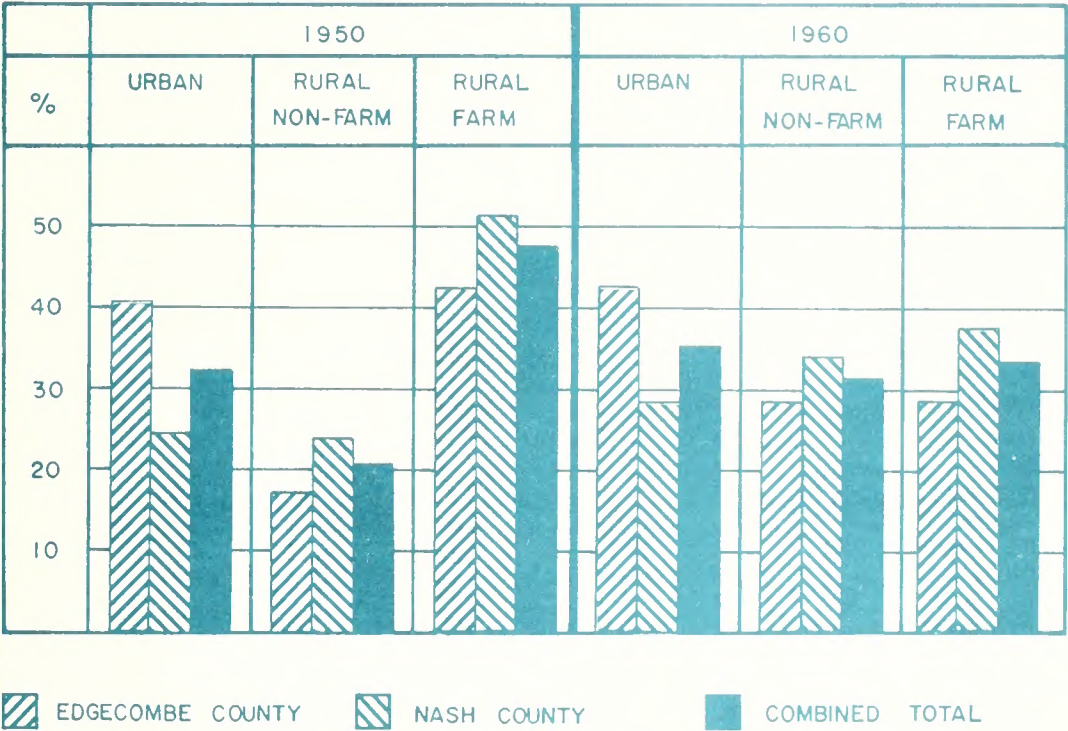


CHART 1



Table III. POPULATION CHANGE 1950 TO 1960 IN ROCKY MOUNT BY AGE, SEX, RACE

Age groups	1950 White Males	Change	1960 White Males	1950-60 Group Difference	1950 White Females	Change	1960 White Females	1950-60 Group Difference
0-4	913	+113	1027	+114	909	+108	1057	+148
5-9	697	-26	1063	+366	679	+98	1021	+342
10-14	539	-52	1026	+487	606	+115	1017	+411
15-19	491	+139	671	+180	578	+95	777	+199
20-24	581	+156	487	-94	828	-11	721	-107
25-29	799	+36	630	-169	863	+23	673	-190
30-34	730	-2	737	+7	735	+38	817	+82
35-39	635	-32	835	+200	687	-7	840	+153
40-44	535	-33	728	+193	630	-3	773	+143
45-49	474	-31	603	+129	537	+11	680	+143
50-54	458	-94	502	+44	511	-41	627	+116
55-59	348	-82	443	+95	430	-20	548	+118
60-64	312	-105	364	+52	320	-20	470	+150
65-69	219	-253	266	+47	280	-308	410	+130
70-74	130		207	+77	150		300	+150
75+	103		199	+96	186		308	+122
Total	7964		9788	+1824	8929		11039	+2110

Age groups	1950 Non-white Males	Change	1960 Non-white Males		1950 Non-white Females	Change	1960 Non-white Females	
0-4	584	+33	692	+108	670	-55	745	+75
5-9	506	-71	661	+155	557	-98	715	+158
10-14	462	-218	617	+155	506	-187	615	+109
15-19	428	-158	435	+7	482	-114	459	-23
20-24	362	-84	244	-118	491	-81	319	-172
25-29	384	-67	270	-114	519	-100	368	-251
30-34	351	-31	278	-73	457	-53	410	-47
35-39	370	-60	317	-53	479	-53	419	-60
40-44	296	-72	320	+24	423	-76	404	-19
45-49	304	-55	310	+6	387	-77	426	+39
50-54	263	-93	234	-29	286	-55	347	+61
55-59	172	-47	249	+77	211	-6	310	+99
60-64	132	-40	170	+38	146	-20	231	+85
65-69	123	-164	125	+2	155	-205	205	+50
70-74	63		92	+29	81		126	+45
75+	61		83	+22	93		124	+31
Total	4861		5097	+236	5943		6223	+280



increased 22.9 per cent, and the total number of white females increased 23.6 per cent, even though there was a decrease in the 20 to 30 age group in both cases. In the same decade, the total number of non-white males increased 4.9 per cent, and the total number of non-white females increased 4.7 per cent, although there was a decrease in the 20 to 40 age group.

Should the trend toward a larger population with proportionately fewer persons in the young adult ages continue, Rocky Mount will have a proportionately smaller work force supporting a larger aged population and a larger school aged population. More positions will have to be made available to retain the workers who are presently migrating from Rocky Mount.

AGE

A study of the age groups in Rocky Mount reveals that 7.7 per cent of the population is 65 years of age or older. This compares with only 6.9 per cent for the State as a whole. The fact that Rocky Mount has a relatively large percentage of older persons will have to be taken into account in future planning. Just as Rocky Mount has relatively more older persons than the average North Carolina city, its median age is also older. The median age in Rocky Mount is 29.4 years, whereas the median age in North Carolina cities of 10,000 population or more is only 27.3 years. On the other hand, Rocky Mount with 36.9 per cent of its population 18 years of age or under has proportionately more younger people than the average North Carolina city with 36.6 per cent of its population in that age group.

Up to this point, it has been shown that Rocky Mount has an older population than its counterpart cities in North Carolina, but has about the same per cent of its population 18 and under. How does this come about? The most obvious answer lies in the fact that a great many young people on passing the age 18 migrate from Rocky Mount and are not being replaced by persons



Table IV. ROCKY MOUNT 1960

	Total	White Males	White Females	Nonwhite Males	Nonwhite Females
0-4	3521	1027	1057	692	745
5-9	3460	1063	1021	661	715
10-14	3275	1026	1017	617	615
15-19	2342	671	777	435	459
20-24	1771	487	721	244	319
25-29	1941	630	673	270	368
30-34	2242	737	817	278	410
35-39	2411	835	840	317	419
40-44	2225	728	773	320	404
45-49	2019	603	680	310	426
50-54	1710	502	627	234	347
55-59	1550	443	548	249	310
60-64	1235	364	470	170	231
65-69	1006	266	410	125	205
70-74	725	207	300	92	126
75-79	405	125	170	46	64
80-84	189	51	82	21	35
85+	120	23	56	16	25
Median Age	29.4	29.9	31.6	22.9	28.9
Total	32147	9788	11039	5097	6223

PERCENTAGES

0-4	10.9	10.5	9.6	13.6	12.0
5-9	10.8	10.9	9.3	13.0	11.5
10-14	10.2	10.5	9.2	12.1	9.9
15-19	7.3	6.9	7.0	8.5	7.4
20-24	5.5	5.0	6.5	4.8	5.1
25-29	6.0	6.4	6.1	5.3	5.9
30-34	7.0	7.5	7.4	5.5	6.6
35-39	7.5	8.5	7.6	6.2	6.7
40-44	6.9	7.5	7.0	6.3	6.5
45-49	6.3	6.2	6.2	6.1	6.8
50-54	5.3	5.1	5.7	4.6	5.6
55-59	4.8	4.5	5.0	4.8	5.0
60-64	3.8	3.7	4.3	3.3	3.7
65-69	3.1	2.7	3.7	2.5	3.3
70-74	2.3	2.1	2.7	1.8	2.0
75-79	1.3	1.3	1.5	.9	1.0
80-84	.6	.5	.7	.4	.6
85+	.4	.2	.5	.3	.4
Total	100%	100%	100%	100%	100%

Table V. EDGECOMBE COUNTY 1960

	Total	White Males	White Females	Nonwhite Males	Nonwhite Females
0-4	7075	1336	1297	2250	2192
5-9	7149	1420	1349	2186	2194
10-14	6643	1410	1365	1957	1911
15-19	4901	1082	1041	1394	1384
20-24	2929	652	770	710	797
25-29	2964	780	853	604	727
30-34	3327	936	915	633	843
35-39	3381	919	951	686	825
40-44	3208	906	908	640	754
45-49	2854	767	808	599	680
50-54	2531	636	783	540	572
55-59	2217	566	685	459	507
60-64	1638	454	518	281	385
65-69	1377	331	449	263	334
70-74	971	232	335	168	236
75-79	611	158	209	107	137
80-84	279	67	109	40	63
85+	171	33	62	34	42
Median	22.3	27.8	30.2	16.4	18.6
Totals	54226	12685	13407	13551	14583

PERCENTAGES

0-4	13.1	10.5	9.7	16.6	15.0
5-9	13.2	11.2	10.1	16.1	15.0
10-14	12.3	11.1	10.2	14.4	13.1
15-19	9.0	8.5	7.8	10.1	9.5
20-24	5.4	5.1	5.7	5.2	5.5
25-29	5.5	6.1	6.4	4.5	5.0
30-34	6.1	7.4	6.8	4.7	5.8
35-39	6.2	7.3	7.1	5.1	5.7
40-44	5.9	7.1	6.8	4.7	5.2
45-49	5.3	6.1	6.0	4.4	4.7
50-54	4.7	5.0	5.8	4.0	3.9
55-59	4.1	4.5	5.1	3.4	3.5
60-64	3.0	3.6	3.9	2.1	2.6
65-69	2.5	2.6	3.3	1.9	2.3
70-74	1.8	1.8	2.5	1.2	1.6
75-79	1.1	1.3	1.5	.8	.9
80-84	.5	.5	.8	.5	.4
85+	.3	.3	.5	.3	.3
Total	100%	100%	100%	100%	100%

Table VI. NASH COUNTY 1960

	Total	White Males	White Females	Nonwhite Males	Nonwhite Females
0-4	7199	1853	1771	1779	1796
5-9	7463	1915	1878	1787	1883
10-14	7580	2117	1976	1780	1707
15-19	5658	1513	1512	1359	1274
20-24	3466	979	1179	619	289
25-29	3326	1071	1121	523	611
30-34	3786	1249	1302	559	676
35-39	3936	1349	1321	607	659
40-44	3001	1203	1318	597	683
45-49	3490	1145	1155	579	611
50-54	2916	979	1045	407	485
55-59	2427	772	845	402	408
60-64	1900	596	744	276	284
65-69	1632	518	604	223	287
70-74	1147	356	463	163	165
75-79	741	237	283	123	98
80-84	354	97	147	58	52
85+	74	42	67	32	39
Median	23.8	27.9	29.7	17.2	18.2
Totals	61002	17991	18731	11873	12407

PERCENTAGES

0-4	11.8	10.3	9.4	15.0	14.5
5-9	12.3	10.6	10.0	15.0	15.2
10-14	12.4	11.8	10.5	15.0	13.8
15-19	9.3	8.4	8.1	11.5	10.3
20-24	5.7	5.4	6.3	5.2	5.6
25-29	5.5	6.0	6.0	4.4	4.9
30-34	6.2	7.0	6.9	4.7	5.4
35-39	6.5	7.5	7.1	5.1	5.3
40-44	6.2	6.7	7.0	5.0	5.5
45-49	5.7	6.4	6.2	4.9	4.9
50-54	4.8	5.4	5.6	3.4	3.9
55-59	4.0	4.3	4.5	3.4	3.3
60-64	3.1	3.3	4.0	2.3	2.3
65-69	2.7	2.9	3.2	1.9	2.3
70-74	1.9	2.0	2.5	1.4	1.3
75-79	1.2	1.3	1.5	1.0	.8
80-84	.6	.5	.8	.5	.4
85+	.1	.2	.4	.3	.3
Total	100%	100%	100%	100%	100%

ROCKY MOUNT AGE GROUPS

AS A PERCENT OF TOTAL 1960

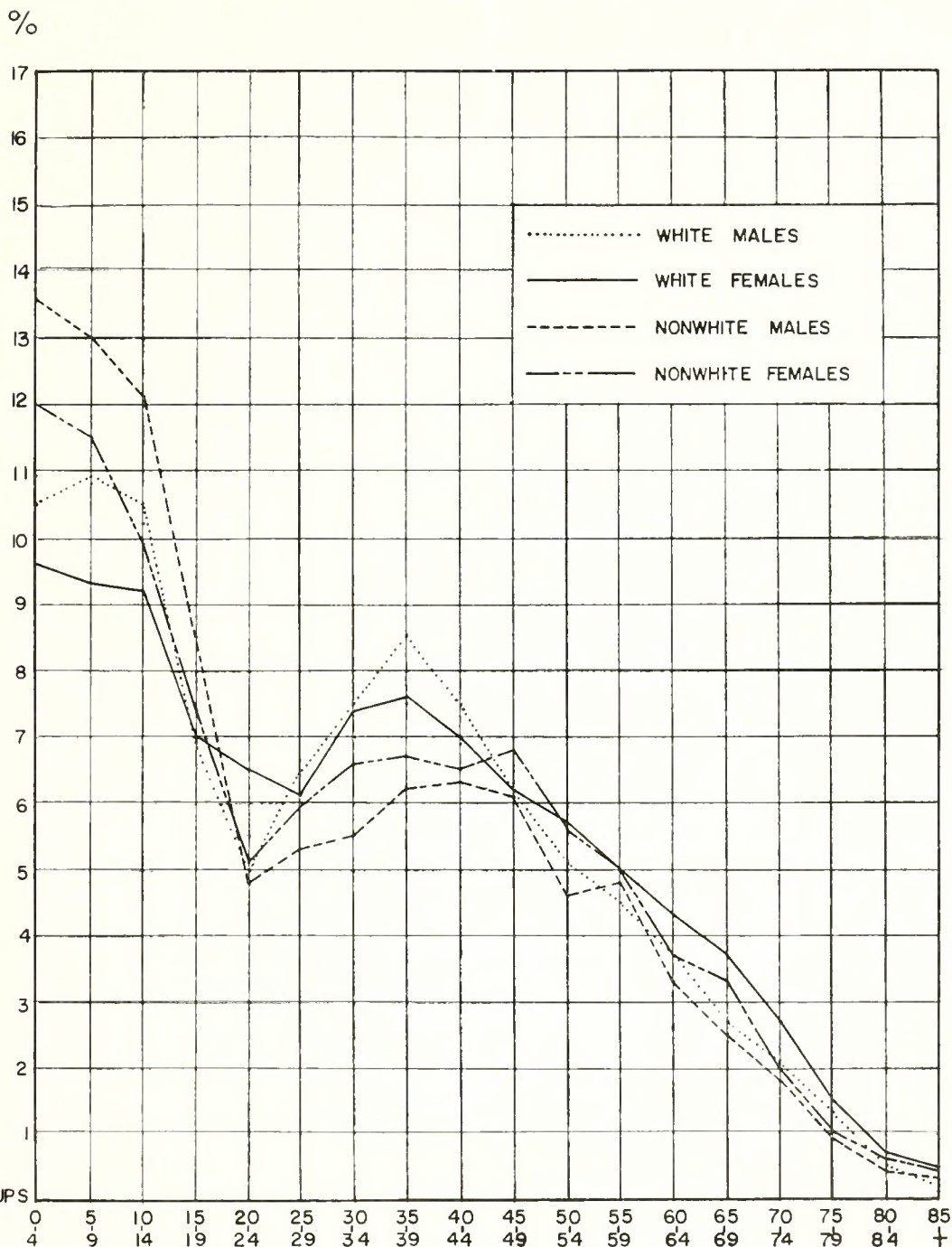
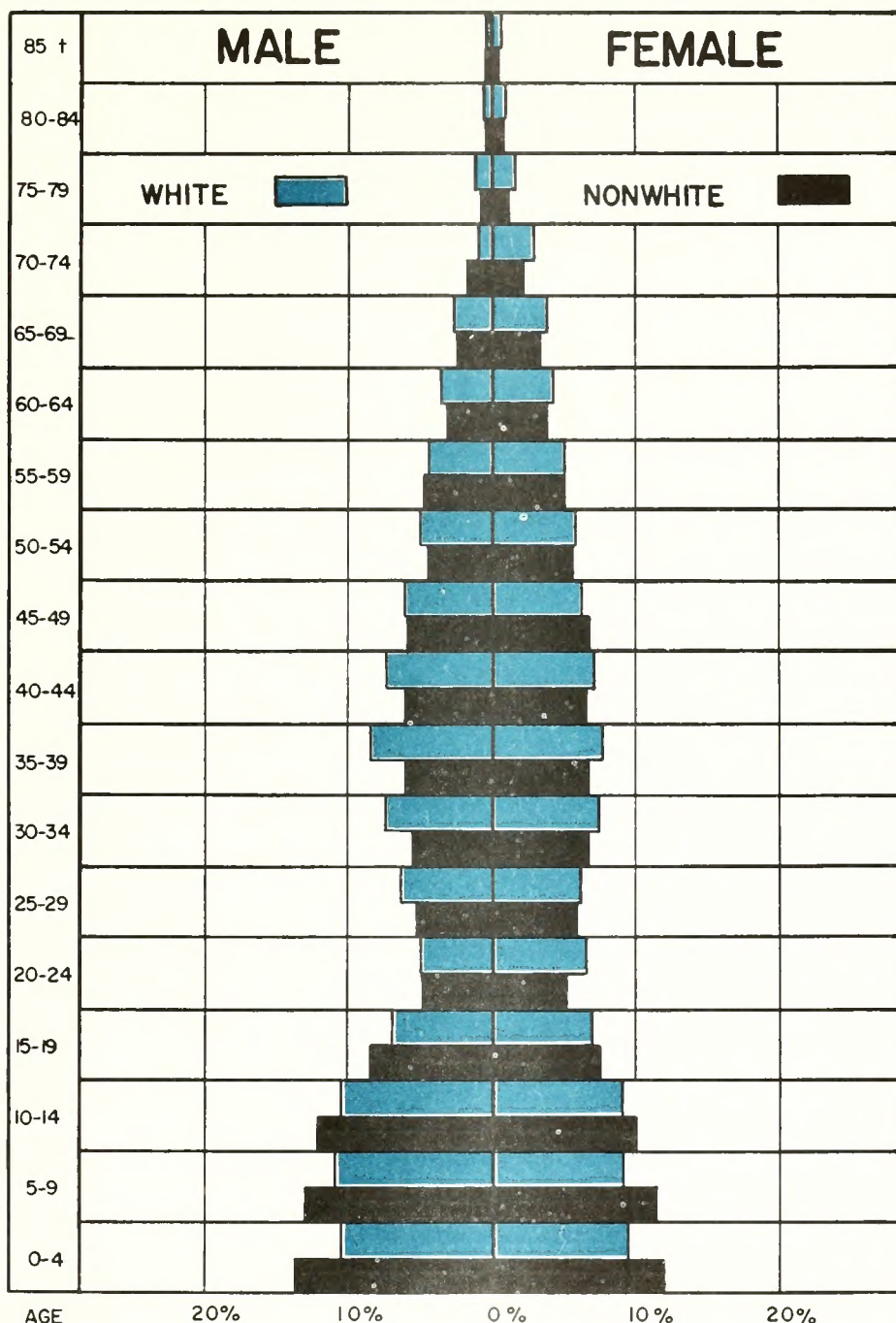


CHART 11A



PERCENT DISTRIBUTION OF POPULATION IN

ROCKY MOUNT BY AGE, SEX & RACE IN 1960



of the same age group. This is borne out by the fact that in Rocky Mount only 11.5 per cent of the population is in the age group 20-29, whereas 13.8 per cent of the population in the average North Carolina city is in this age group. See Charts IIA, IIB, III, IV, and V and Tables IV, V, and VI for additional information on Rocky Mount and Nash and Edgecombe Counties.

RACE

In Rocky Mount, 64.8 per cent of the population was white in 1960, as compared to 60.2 per cent in Nash County and 48.1 per cent in Edgecombe County. In the State and urban places, over 10,000, 76.6 per cent and 73.2 per cent respectively of the populations were white in 1960.

In 1950, 61 per cent of the population of Rocky Mount was white, and although there was a gain in total populations of both the white and non-white groups, the white population group increased at a more rapid rate.

Table VII gives the racial compositions of the populations of the study areas.

SEX

In 1960, 46.3 per cent of the population of Rocky Mount was male and 53.7 per cent was female. In North Carolina urban places of 10,000 persons or more, 47.5 per cent of the population was male. In the State, 53.3 per cent was male, but this figure is influenced by military installations and out-of-state males in universities.

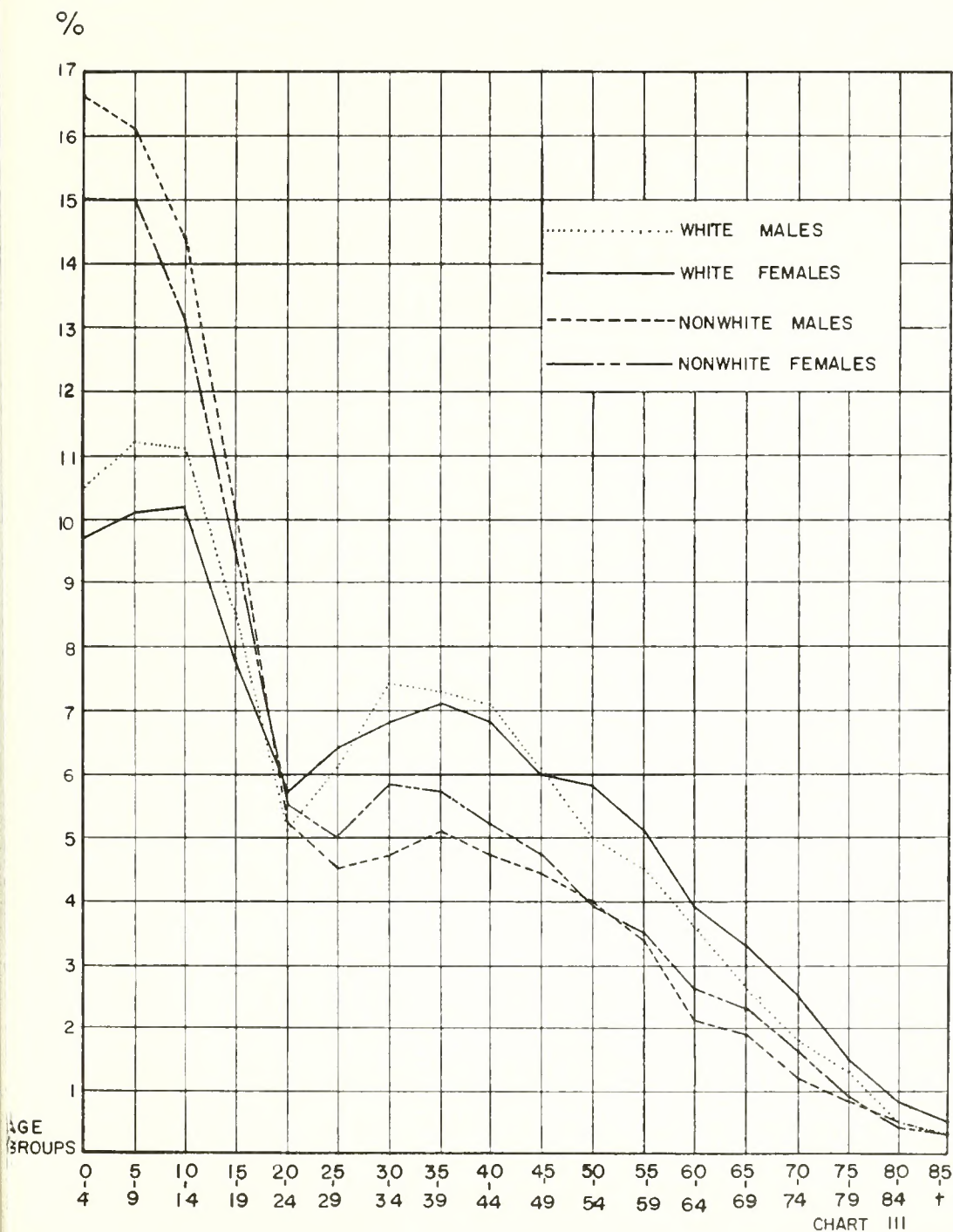
See Charts IIA and IIB for further information.

INCOME

This section of the report, and the two following it, although not directly concerned with population, gives further indications of the kind of populations which make up the

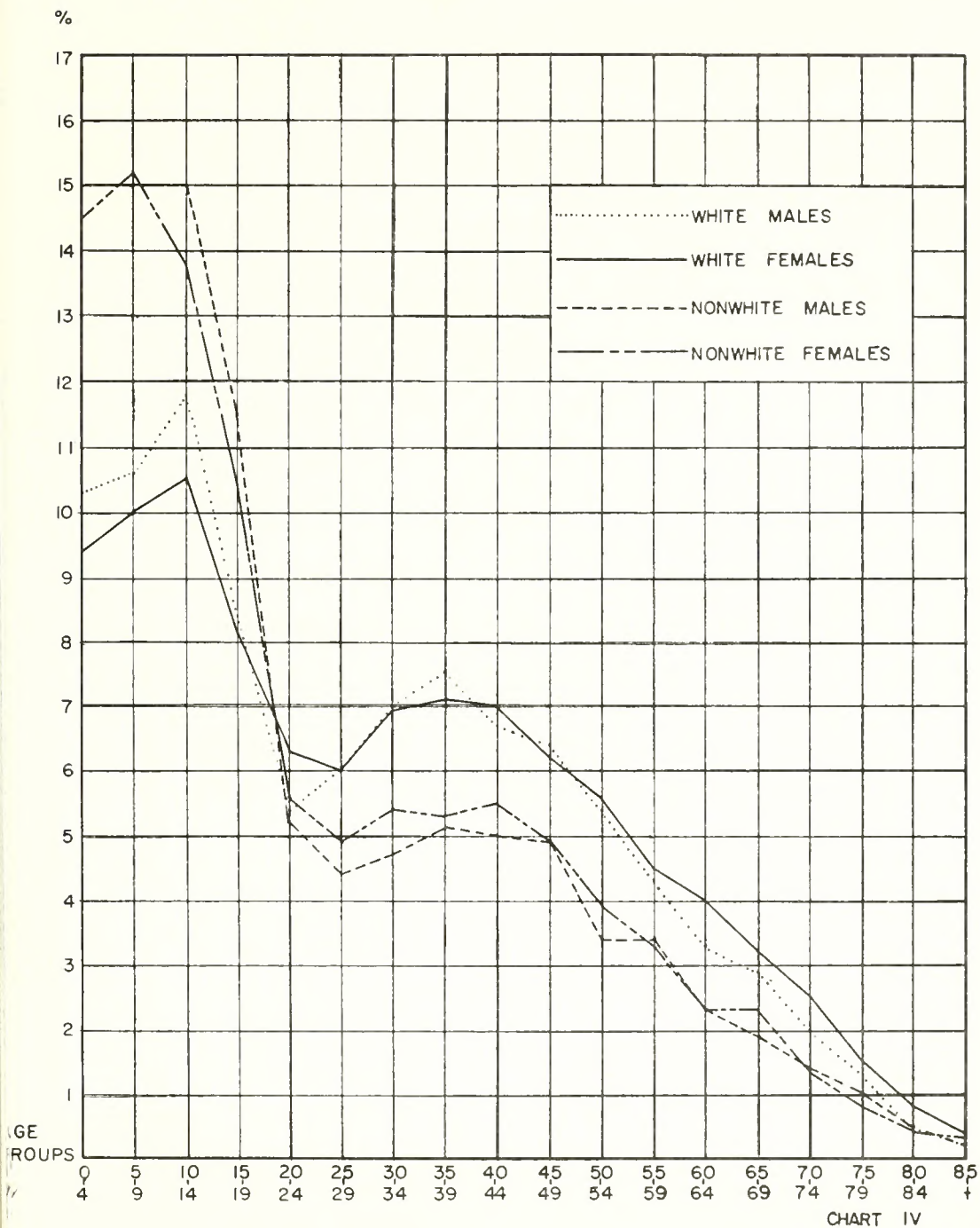
EDGECOMBE COUNTY AGE GROUPS

AS A PERCENT OF TOTAL 1960



NASH COUNTY AGE GROUPS

AS A PERCENT OF TOTAL 1960



TOTAL AGE DISTRIBUTION

F EDGECOMBE & NASH COUNTIES AND ROCKY MOUNT

IN 1960

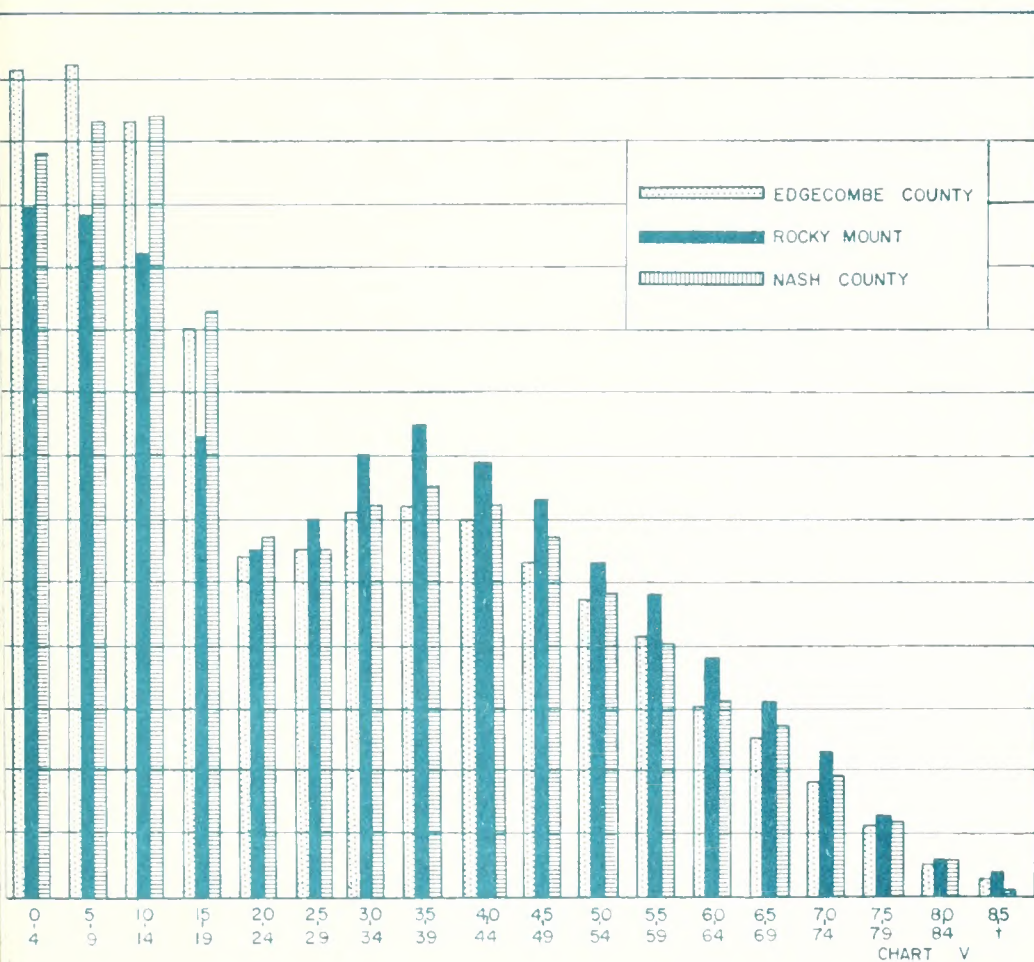


Table VII. POPULATIONS OF ROCKY MOUNT, NASH AND EDGECOMBE COUNTIES
BY RACE

Edgecombe County	1950		1960	
	No.	%	No.	%
White	24,818	48.1	26,092	48.1
Nonwhite	26,816	51.9	28,134	51.9
Total	51,634	100.0	54,226	100.0

Nash County	1950		1960	
	No.	%	No.	%
White	34,489	57.6	36,722	60.2
Nonwhite	25,430	42.4	24,280	39.8
Total	59,919	100.0	61,002	100.0

Edgecombe and Nash Counties

	1950		1960	
	No.	%	No.	%
White	59,307	53.2	62,814	54.5
Nonwhite	52,246	46.8	52,414	45.5
Total	111,553	100.0	115,228	100.0

Rocky Mount	1950		1960	
	No.	%	No.	%
White	16,893	61.0	20,827	64.8
Nonwhite	10,806	39.0	11,320	35.2
Total	27,699	100.0	32,147	100.0

Table VIII. FAMILY INCOME FOR SELECTED AREAS 1959

Income	State as a per cent in each group	Urban N. C. as a per cent in each group	Total		Rocky Mount		Non-white		Edgecombe County		Nash County	
			Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
All Families	100%	100%	8,140	100%	2,842	100%	11,699	100%	13,805	100%		
Under 1000	11.6	6.2	615	7.5	458	18.4	2,208	18.9	2,736	19.8		
1000 to 1999	12.3	8.9	842	10.3	605	24.4	1,849	15.8	2,153	15.6		
2000 to 2999	13.2	11.8	1,158	14.2	635	25.6	1,918	16.4	1,817	13.2		
3000 to 3999	13.4	12.9	1,001	12.2	287	11.6	1,370	11.7	1,647	11.9		
4000 to 4999	11.8	12.1	979	12.0	168	6.8	1,055	9.0	1,371	9.9		
5000 to 5999	10.3	11.6	932	11.4	156	6.3	999	8.5	1,140	8.3		
6000 to 6999	8.0	9.5	758	9.3	55	2.2	692	5.9	889	6.4		
7000 to 7999	5.7	7.3	582	7.1	54	2.2	481	4.1	633	4.6		
8000 to 8999	4.1	5.4	363	4.4	25	1.0	336	2.9	410	3.0		
9000 to 9999	2.5	3.6	274	3.3	12	.5	204	1.7	293	2.1		
10,000 to 14,999	4.7	6.9	440	5.3	27*	1.1	422	3.6	414	3.0		
15,000 to 24,999	1.5	2.5	172	2.1			148	1.3	190	1.4		
25,000 or over	.7	1.3	78	.9			17	.2	112	.8		
Median	\$3,956	\$4,843	\$4,464		\$2,280		\$2,935		\$3,119			

* 27 in the \$10,000 bracket or over



City of Rocky Mount. These studies are social indicators rather than the physical ones previously discussed.

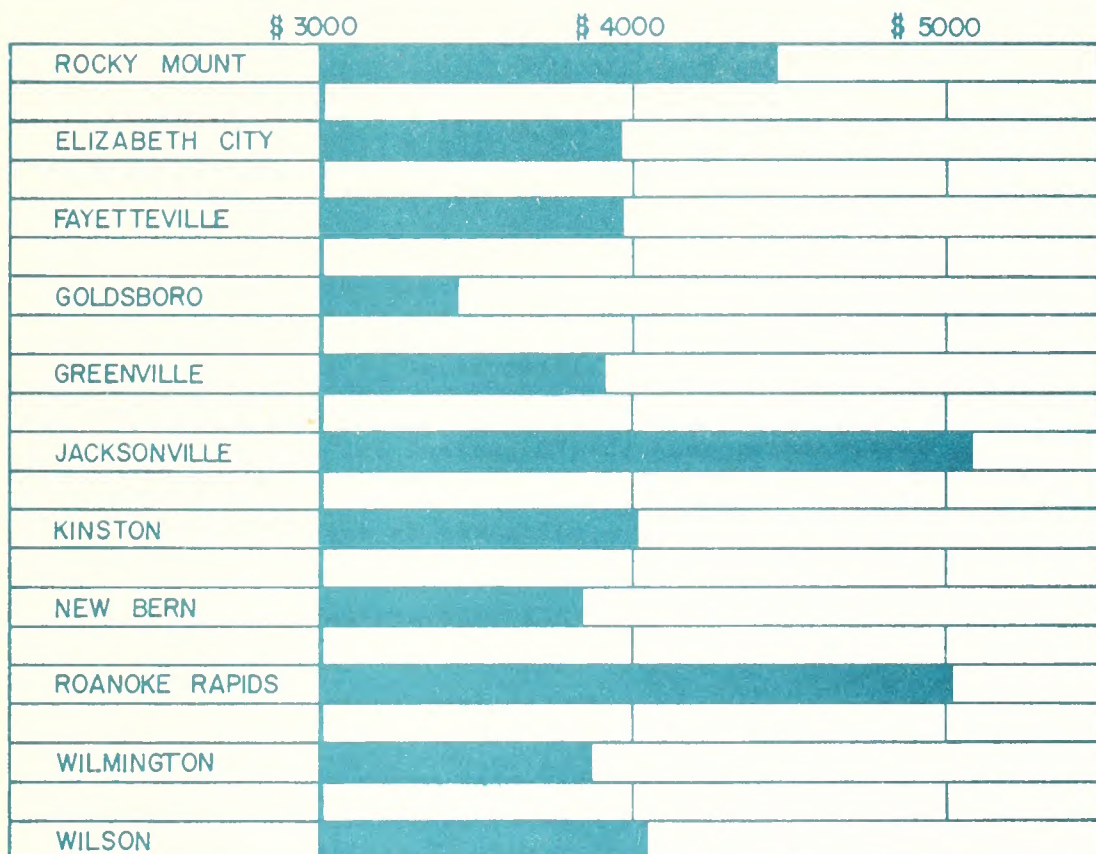
In Rocky Mount, 43.8 per cent of all families had an income of more than \$5,000 in 1959, while in Edgecombe County the percentage was 28.2 per cent and in Nash County, 29.6 per cent. In urban North Carolina 48.1 per cent of the families have incomes in excess of \$5,000; in the state, 37.5 per cent is the comparative figure. It can be seen that Rocky Mount's percentage of families making in excess of \$5,000 per year is lower than that of urban North Carolina and that the two-county area is lower than the average of the State as a whole. In the non-white population of Rocky Mount, 13.3 per cent of the families had an income over \$5,000 per year in 1959. This had an effect on lowering the percentage figure for the total population of the City of Rocky Mount. Table VIII shows the family income breakdown in the above mentioned areas.

The median family income in 1959 for Rocky Mount was \$4,464, while that of the non-white segment of the population was \$2,280. The median income of families in other areas in 1959 were: Edgecombe County, \$2,935; urban North Carolina, \$4,843; United States, \$5,660; urban United States, \$6,166.

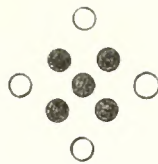
In per capita income, Edgecombe County was ranked 35th among the 100 counties in 1949 and 59th in 1959. Nash County was ranked 42nd in per capita income in 1949 and 50th in 1959. The annual rate of change for Edgecombe County was 1.98, and this rate ranked 98th among the 100 counties. In Nash County, the annual rate of change was 3.51, and this rate ranked 78th among the counties in the State.

Rocky Mount does not rank favorably in income with other urban areas of the State except those in the eastern portion where Rocky Mount had the third highest median family income among the eleven urban places with populations between 10,000

MEDIAN FAMILY INCOME IN 1959



EASTERN NORTH CAROLINA CITIES WITH
POPULATIONS OVER 10,000



and 50,000. Only Jacksonville and Roanoke Rapids had a higher median family income, as is shown in Table IX and Chart VI.

Table IX. MEDIAN FAMILY INCOME IN 1959

Rocky Mount \$4,464

Elizabeth City	\$3,959	Kinston	\$4,003
Fayetteville	3,960	New Bern	3,838
Goldsboro	3,444	Roanoke Rapids	5,021
Greenville	3,915	Wilmington	3,870
Jacksonville	5,091	Wilson	4,046

The median income for non-white families is below that for white families, which should explain the high median family income in Jacksonville and Roanoke Rapids. The population of Rocky Mount is 35.2 per cent non-white, while Jacksonville and Roanoke Rapids have respectively 6.4 per cent and 11.4 per cent of their populations non-white. The higher per cent of non-whites in Rocky Mount would tend to lower its total median income. The other cities studied, other than Jacksonville and Roanoke Rapids, had about the same per cent of non-whites as Rocky Mount.

HOUSING

In 1960, there were 9,984 dwelling units in Rocky Mount which was an increase of 30.2 per cent from 1950. Many of these dwelling units were vacant; however, for the 9,496 occupied dwelling units in 1960 there was only a 25.3 per cent increase in the ten-year span. This increase was faster than the population increase during the same interval. Fewer persons resided in each dwelling unit in 1960 than in 1950. The median number of persons in each owner-occupied dwelling unit in 1950 was 3.2, whereas in 1960 it was 3.

Table X reveals the changes in housing characteristics which occurred between 1950 and 1960. In 1950, 40.4 per

Table X. ROCKY MOUNT HOUSING CHARACTERISTICS

	1950	Change	1960	% of Change
Total Dwelling Units				
Occupied Dwelling Units	7,666	2,318	9,984	30.2
Owner Occupied	7,578	1,918	9,496	25.3
White	3,428	1,337	4,765	39.0
Non-white	2,593	1,062	3,655	41.0
	835	275	1,110	32.9
Renter Occupied	4,145	586	4,731	14.1
White	2,437	358	2,795	14.7
Non-white	1,708	228	1,936	13.3
Substandard Dwelling Units	3,098	-118	2,980	-3.8
Substandard Units as a Per Cent of Total Dwellings	40.4		29.8	
Median Persons per Dwelling Unit				
Owner Occupied	3.2		3.0	
Renter Occupied	3.2		3.2	
Percentages	%		%	
% Occupied	98.9		95.1	
% Owner Occupied	45.2		50.2	
% White	75.6		76.7	
% Non-white	24.4		23.3	
% Renter Occupied	54.8		49.8	
% White	58.8		59.1	
% Non-white	41.2		40.9	



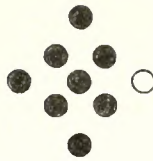
cent of all the dwelling units in Rocky Mount were considered substandard, while in 1960, 29.8 per cent of all the dwelling units were in the same classification. In the State 62.4 per cent of the dwelling units were considered substandard in 1950, and 41.4 per cent in 1960. The comparative figures for urban North Carolina were 38.6 per cent substandard in 1950, and 27 per cent in 1960. Therefore, in 1960 Rocky Mount had proportionately more substandard dwelling units than the average North Carolina city and proportionately fewer substandard dwelling units than the state as a whole. Although Rocky Mount has a higher per cent of dwelling units considered substandard than urban North Carolina, between 1950 and 1960 substandard dwelling units decreased by 3.8 per cent in the city; whereas, they increased by 1.1 per cent in urban North Carolina. In the State substandard dwelling units decreased by 17.9 per cent between 1950 and 1960.

The value of owner-occupied dwelling units is another guide to observing housing characteristics. Table XI shows that 16.9 per cent of the occupied dwelling units had a value below \$5,000.

Table XI. VALUE OF OWNER OCCUPIED DWELLING UNITS, 1960

Value	Number of Dwelling Units	% of Total
Below \$5,000	783	16.9
\$5,000 to \$10,000	1,485	31.9
\$10,000 to \$20,000	1,880	40.4
\$20,000 or over	500	10.8
Total	4,648	100%

The median value of owner occupied dwelling units in Rocky Mount is \$10,200 which is higher than the median value of \$9,700 in urban North Carolina.



The year in which the structure was built reveals that more dwelling units were constructed between 1950 and 1954 than between 1955 and 1960, as is shown in Table XII.

Table XII

Year Structure Built	Number	% of Total
1955 to March, 1960	1,192	11.9
1950 to 1954	1,534	15.4
1940 to 1949	1,494	15.0
1939 or earlier	5,764	57.7
Total	9,984	100%

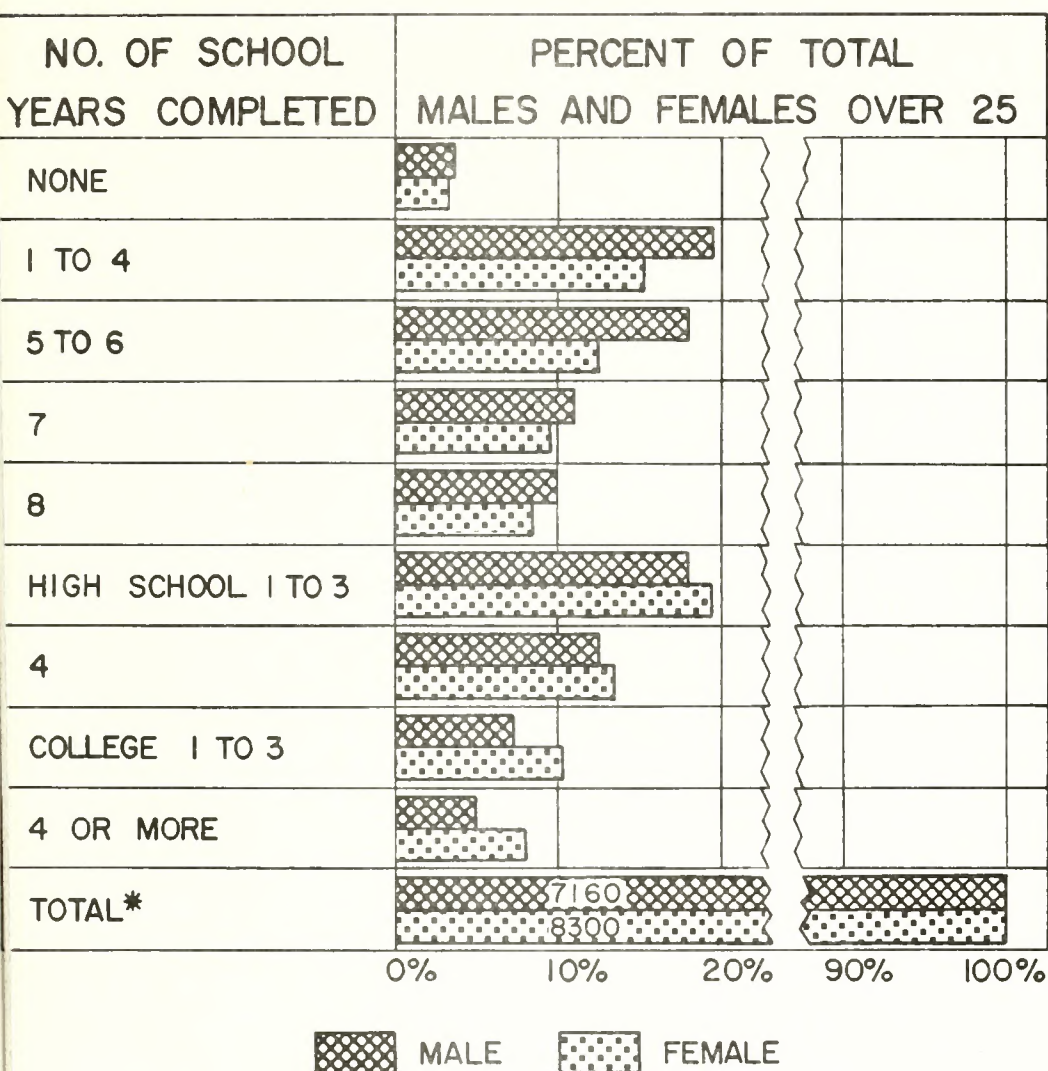
EDUCATION

The educational level attained by the citizens of a community is an indicator of the ability of the people to be prepared for skilled employment. The median number of school years completed by persons over 25 in Rocky Mount was 8.7 in 1959 and had risen to 9.8 in 1960. This was still below the median number of school years completed by persons over 25 in urban North Carolina and the United States which was 10.4 and 11.1 respectively. The median for the State was 8.9 school years completed, which does include rural areas.

In urban North Carolina in 1960, 40.8 per cent of the population over 25 years old had completed high school while in Rocky Mount 37.4 per cent of this group had attained the same level. See Table XIII A and B and Charts VII and VIII for a further breakdown of the educational attainment of the population over 25 in Rocky Mount for 1950 and 1960.

The females over 25 years old in Rocky Mount have a higher proportion with a high school education than the males, and the statement is true of the State also.

EDUCATIONAL LEVEL ATTAINED BY MALES AND FEMALES OVER 25 YEARS OLD 1950



* DOES NOT INCLUDE 150 MALES AND 70 FEMALES
WHICH WERE NOT REPORTED

CHART VII

EDUCATIONAL LEVEL ATTAINED BY MALES AND FEMALES OVER 25 YEARS OLD 1960

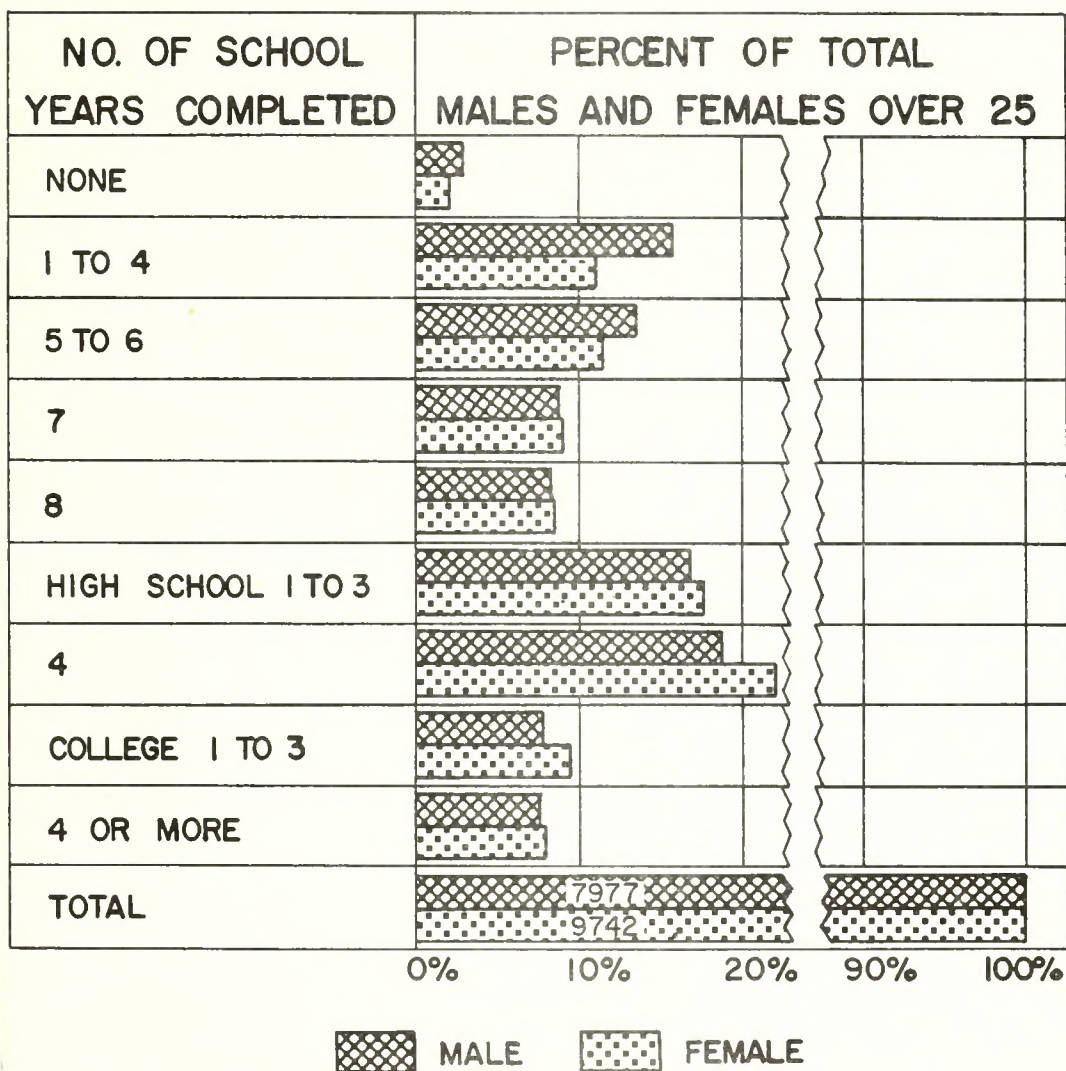




Table XIII A. YEARS OF SCHOOL COMPLETED BY PERSONS 25 YEARS OF AGE OR OLDER, IN ROCKY MOUNT, IN 1950 AND 1960

Years of School	1950				1960			
	Male Number	%*	Female Number	%*	Male Number	%	Female Number	%
None	275	3.8	270	3.3	235	2.9	200	2.1
1-4	1400	19.6	1270	15.3	1250	15.7	1087	11.1
5-6	935	13.1	1030	12.4	1075	13.5	1122	11.5
7	770	10.8	780	9.4	704	8.8	874	9.0
8	710	9.9	685	8.3	654	8.2	821	8.4
High School 1-3	1290	18.0	1615	19.5	1341	16.8	1728	17.7
4	900	12.6	1125	13.5	1495	18.7	2213	22.7
College 1-3	525	7.3	850	10.2	618	7.8	911	9.4
4 or more	355	4.9	675	8.1	605	7.6	786	8.1
Not reported	150		70					
Total population	7310	100%*	8370	100%*	7877	100%	9742	100%
Over 25								
Median	8.3		8.7		9.2		10.3	

* Those not reported excluded from percentage calculations.

FUTURE PROJECTIONS

Rocky Mount's population increased 16.1 per cent from 1950 to 1960, but during that same decade the physical size of the city increased 33.8 per cent. In 1960 the portion of the city which was in the 1950 corporate limits decreased in population by 4.2 per cent. It is obvious then that annexation will continue to play an important role in the future as they have in the past.

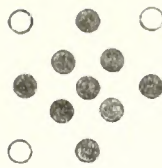
Demographers contend that it is extremely unreliable to forecast populations below the state level. The projections for areas smaller than the state level are generally accurate for one decade and, depending on the size of the area, are more

Table XIIIIB. YEARS OF SCHOOL COMPLETED BY PERSONS 25 YEARS OF AGE
OR OLDER IN 1960 FOR SELECTED AREAS

Years of School Completed	State of North Carolina % in each group	Urban North Carolina % in each group	Edgecombe County		Nash County	
			Number	%	Number	%
TOTAL POPULATION			MALE		MALE	
None	3.1	2.5	723	6.1	794	5.6
1-4	13.4	10.6	3,197	26.8	3,535	25.1
5 & 6	13.8	11.2	1,763	14.8	2,277	16.2
7	11.2	8.7	1,171	9.8	1,283	9.1
8	9.3	8.8	815	6.8	995	7.1
High School 1-3	17.0	17.4	1,534	12.9	1,881	13.3
4	18.9	20.8	1,603	13.4	1,882	13.3
College 1-3	7.1	10.2	587	4.9	746	5.3
4 or more	6.3	9.7	533	4.5	710	5.0
Total	100%	100%	11,926	100%	14,103	100%
Median years completed	8.9	10.4	7.2		7.3	

Table XIII.B. YEARS OF SCHOOL COMPLETED BY PERSONS 25 YEARS OF AGE
OR OLDER IN 1960 FOR SELECTED AREAS (cont.)

Years of School Completed	Edgecombe County		Nash County	
	Number	Per Cent	Number	Per Cent
	FEMALE		FEMALE	
None	567	4.2	472	3.0
1-4	2,284	16.9	2,340	15.2
5 & 6	1,988	14.7	2,418	15.7
7	1,480	10.9	1,740	11.3
8	1,085	8.0	1,294	8.4
High School 1-3	2,108	15.5	2,562	16.6
4	2,517	18.6	2,823	18.3
College 1-3	854	6.3	1,003	6.5
4 or more	670	4.9	776	5.0
Total	13,553	100%	15,428	100%
Median years completed	8.4		8.6	



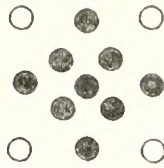
or less accurate for two decades.

In projecting the population of Rocky Mount, it has been judged that the most accurate projection would be one which related to a larger area since the larger the area, the more reliable would be the projection. Therefore, the projections for counties by Dr. C. Horace Hamilton of North Carolina State, the University of North Carolina at Raleigh, and Josef H. Perry of the Department of Conservation and Development, Division of Community Planning, were used.¹ The method they used has received national recognition and is considered an accurate one for short projections of small areas.² Dr. Hamilton and Mr. Perry used a form of the Cohort Survival Method based on 1950 and 1960 data. They also devised a program for this method for the IBM 650 and 1410 computers at North Carolina State, which produced an output of projections for 1970 and 1980 by age, race, and sex for each county in North Carolina.

The population of Rocky Mount has been related to the projections for Edgecombe and Nash Counties through various methods and a "best method" has been chosen. The "best method" was chosen from objective data and through subjective reasoning. The subjective decision was based on a knowledge of income, education and economic data presented in this report and a knowledge of social and economic changes in Rocky Mount from 1960 to 1963. Definitive data is not

¹ Hamilton, C. Horace and Perry, Josef H., 1980 Population Projections for North Carolina Counties, Department of Conservation and Development, October, 1963, Raleigh.

² Hamilton, C. Horace and Perry, Josef H., "A Short Method for Projecting Population by Age from One Decennial Census to Another," Social Forces, 41 (December, 1962), pp. 163-170.

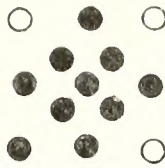


available for this recent period of time at this writing.

In April of 1960, the population of Rocky Mount within the city limits was 32,147 persons. From April 1, 1960, to November 1, 1963, there were 2,627 births and 1,135 deaths in Rocky Mount, which resulted in a net increase of 1,492, not considering in-migration, out-migration, and annexations. The population of Rocky Mount, according to natural increase only, would be 33,639 as of November 1, 1963. There have been 11 annexations since April 1, 1960, which it is estimated took in approximately 700 persons to increase the population of Rocky Mount presently, except for the number of persons who migrated into or out of the city during the span of years described above.

Edgecombe County had a natural increase of 3,166 persons from April 1, 1960, to November 1, 1963, which would increase its 54,226 population of 1960 to 57,392 in November, 1963. Nash County had a natural increase of 3,171 persons over the same time interval, which would increase its 1960 population of 61,002 to 64,173 in November, 1963. Based on past trends of out-migration, these figures for the two counties would probably be reduced by net out-migration. See Table XIV for more detailed natural increase data.

The detailed 1970 and 1980 population projections for Edgecombe and Nash Counties are included in the appendix. In 1970, Edgecombe County's population is projected to 54,799 and Nash County's population is projected to 60,070. In 1980 the population of Edgecombe County is projected to be 55,171 and that of Nash County to be 58,990. The reason for the low projection of 55,171 and the downward projection of 58,990, is attributable to the rural urban movement of population between 1950 and 1960, particularly in those groups in the child-producing brackets. The population of the two counties, which was 115,228 in 1960, is expected to decline to 114,161 in 1980 or a net decrease of 1,067 persons over the next 17 years.

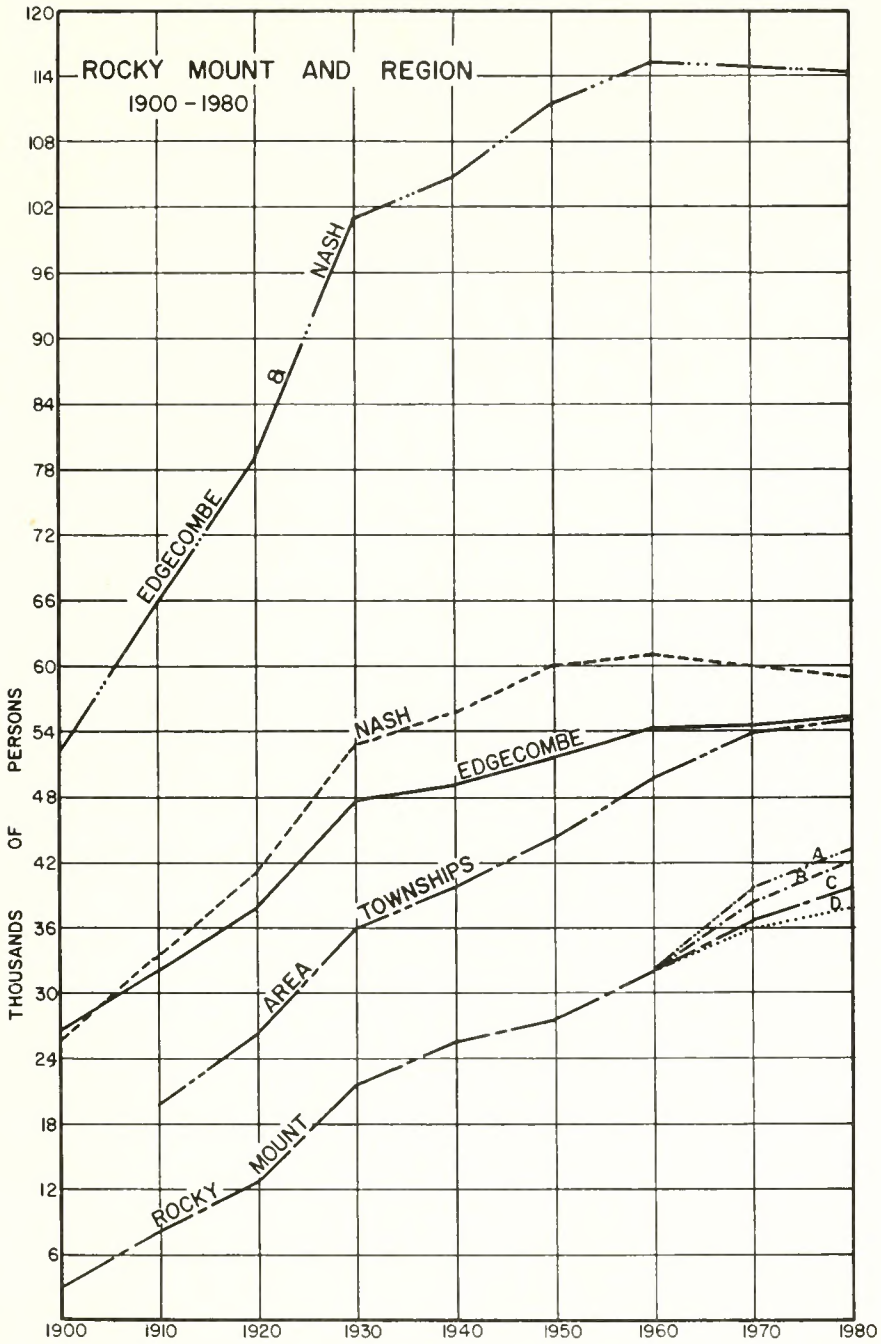


Four projections for the population of Rocky Mount in 1970 and 1980 were made based on the projections for Edgecombe and Nash Counties. Chart IX shows those projections in relation to the larger areas. The projections for Rocky Mount range from 38,000 to 43,000 in 1980.

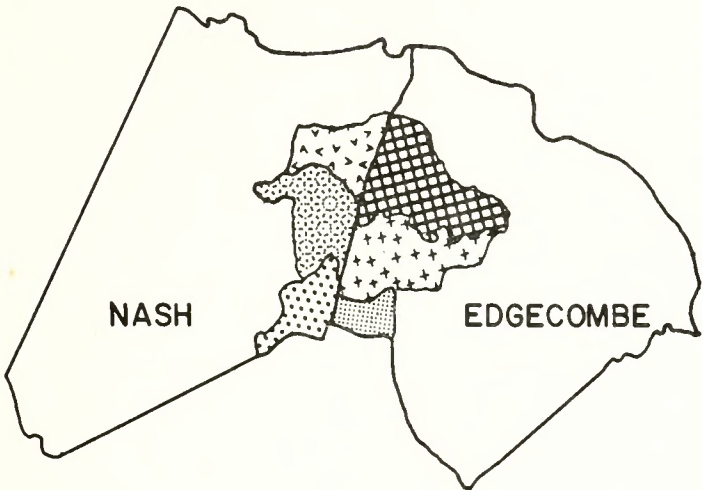
Table XV shows the projections for the six townships, surrounding Rocky Mount, and Chart X shows their location. The three townships in Edgecombe County are Swift Creek, Rocky Mount, and Upper Town Creek, while the three townships in Nash County are Rocky Mount, South Whitakers, and Stoney Creek. The townships were studied as a per cent of their respective county in 1950 and 1960, and their percentages were projected to 1970 and 1980 through a progressive ratio technique. The results were apportioned between them and the other townships. The percentages obtained for 1970 and 1980 were then applied to the two-county projections for those years. The total population of the six-township area is projected to be 54,000 in 1970 and 55,000 in 1980.

The projection marked "A" on Chart IX was obtained by comparing Rocky Mount to the six townships which surround it. Rocky Mount's population as a per cent of the total township's population from 1900 to 1960 was projected to 1980 through the Least Squares Method of linear trend representation. This showed that the city had 64.6 per cent of all of the people in the townships in 1960, and that it would have 78 per cent of all the people in the townships in 1980. This would give the city a population of 43,000 in 1980.

CHART IX



TOWNSHIPS WHICH SURROUND ROCKY MOUNT
IN EDGECOMBE AND NASH COUNTIES



NASH COUNTY

- STONY CREEK
- SOUTH WHITAKERS
- ROCKY MOUNT

EDGECOMBE COUNTY

- SWIFT CREEK
- ROCKY MOUNT
- UPPER TOWN CREEK

CHART X

Table XIV. NATURAL INCREASE OF POPULATION IN ROCKY MOUNT, EDGECOMBE AND NASH COUNTIES
1960 TO 1963 BY RACE

	Population April 1, 1960	Natural Increase 1960	Estimated Population End of 1960	Natural Increase 1961	Estimated Population End of 1961	Natural Increase 1962	Estimated Population End of 1962	Natural Increase to November 1, 1963	Estimated Population as of November 1, 1963
ROCKY MOUNT									
White	20,827	195	21,022	271	21,293	242	21,535	190	21,725
Non- White	11,320	124	11,444	191	11,635	140	11,775	131	11,906
Total	32,147	319	32,466	462	32,928	382	33,310	329	33,639
EDGECOMBE COUNTY									
White	26,092	229	26,321	296	26,617	252	26,869	250	27,119
Non- White	28,134	484	28,618	639	29,257	536	29,793	480	30,273
Total	54,226	713	54,939	935	55,874	788	56,662	730	57,392
NASH COUNTY									
White	36,722	328	37,050	427	37,477	362	37,839	202	38,041
Non- White	24,280	381	24,661	565	25,226	493	25,719	413	26,132
Total		709	61,711	992	62,703	855	63,558	615	64,173

Table XV. TOWNSHIP POPULATION PROJECTIONS

<u>Nash County</u>	1950	1960	1970	1980
Rocky Mount	17,053	18,279	18,742	18,405
South Whitakers	2,028	2,143	2,103	2,065
Stoney Creek	5,271	7,103	9,071	8,907
Total	24,352	27,525	29,916	29,377
 <u>Edgecombe County</u>				
Swift Creek	2,573	2,610	2,576	2,483
Rocky Mount	16,241	18,601	20,549	22,399
Upper Town Creek	1,205	1,060	986	883
Total	20,019	22,271	24,111	25,765
 Grand Total	 44,371	 49,796	 54,027	 55,142

The projection marked "B" on Chart IX was obtained by comparing the City of Rocky Mount to Edgecombe and Nash Counties as a per cent of the total counties' population. A linear regression line was run from 1900 to 1980, Rocky Mount's per cent of the two-county total. In 1960, the City of Rocky Mount contained 27.9 per cent of the people in the two counties and in 1980, 36.8 per cent of the population of the two counties are projected to live in the city limits. This would give the city a population of 42,000 in 1980.

The projection marked "C" on Chart IX was obtained by using the same method as in projection "B", except that the projection ran from 1910 to 1980. In this case, the city would have 35 per cent of the two-county population total in 1980, or 40,000 persons.

The projection marked "D" on Chart IX was obtained by using the same method as in projection "A", except that only 1950 and 1960 data were used. In this case, Rocky Mount would have 69 per cent of the population in the six townships or 38,000 people.



Projection "A" has been chosen as the "best projection" for various reasons previously stated. A knowledge of Rocky Mount's social and economic changes since 1960 was an important determinant in this decision.

These projections are based on factual data of past trends and the proposed Industrial Education Center and the Community College could change the trends and the total population increase accordingly.

EMPLOYMENT

Many methods can be used to discuss the economy of an area, but employment has been accepted as one of the best indicators of stability and growth. However, it is important to note that employment data can be misleading unless consideration is given to the information when it was collected. In Rocky Mount, 1950 and 1960 Census data were collected in April of their respective years. In these Censuses, employees were enumerated where they reside and not at their place of employment. The special censuses taken in 1948, 1954, and 1958 were conducted in the middle of the month of November in their respective years. In these censuses employees were enumerated at their place of employment. Therefore, data from these different sources should not cross correlate.

Table XVI shows the changes in employment, which have occurred during the last decade by industry groups. It is significant to note that employment in Finance, Insurance and Real Estate and in Professional and Related Services have shown substantial increases. The employment in manufacturing industries has also shown a significant increase. (See Chart XI)

Rocky Mount's labor force increased from 11,067 to 12,234 persons from 1950 to 1960. This was an increase of 10.5 per cent compared to the population increase of 16 per cent. In 1950, 64.9 per cent of the employees were male, while in 1960, 62.4 per cent of the employees were male. Therefore, it can be stated that employment has not increased in proportion to population increases and male employment has not increased as fast as female employment. Jobs for men must be made available in the future if the economy of Rocky Mount is to advance.

Rocky Mount has a high proportion of males employed in wholesale trade when considered in relation to other sections of North Carolina. The proportions of males in the State, urban

EMPLOYMENT IN INDUSTRY OF EMPLOYED, AS A PERCENT OF TOTAL EMPLOYMENT OF PERSONS LIVING IN ROCKY MOUNT, IN 1960

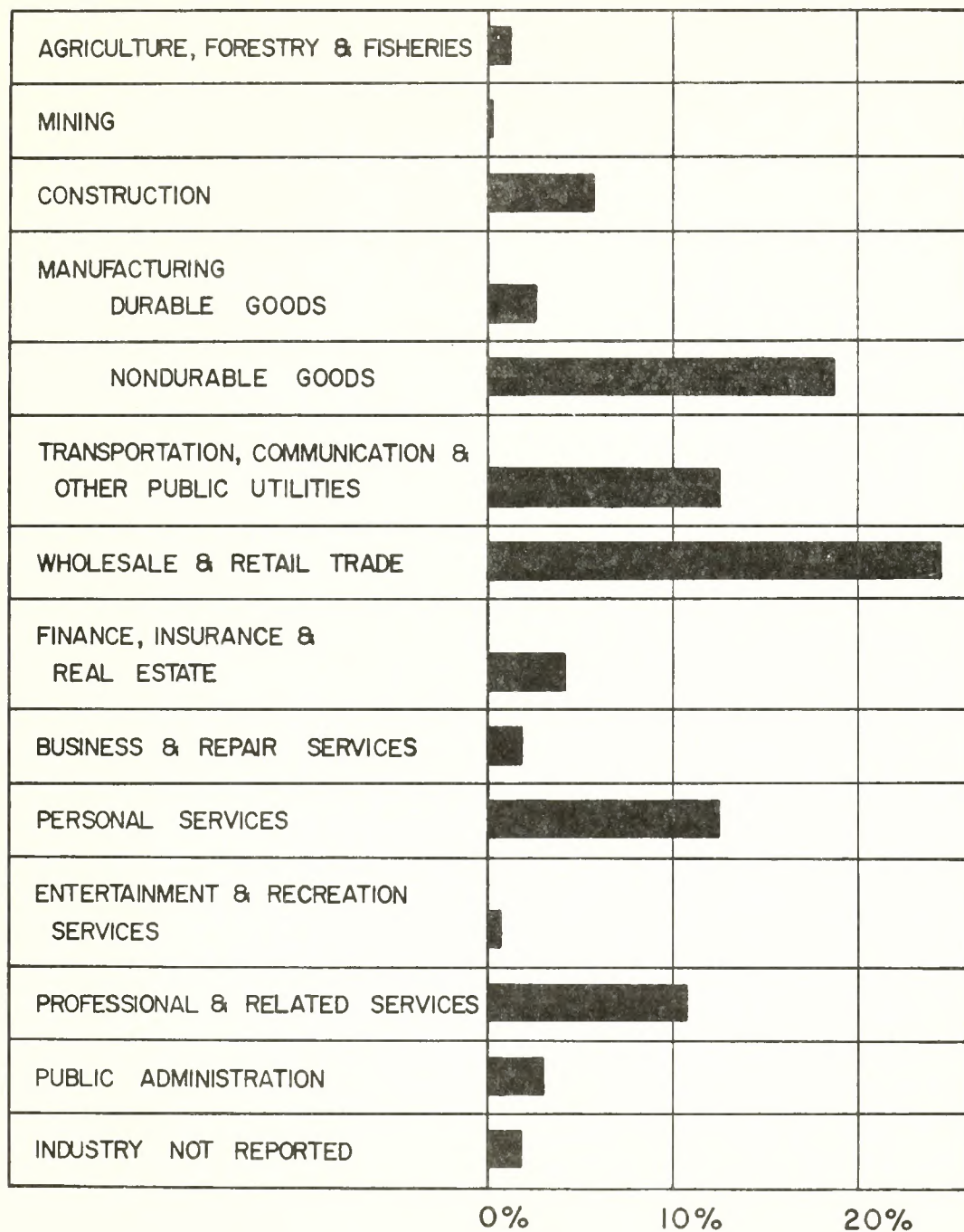


Table XVI. TOTAL EMPLOYMENT OF PERSONS RESIDING IN ROCKY MOUNT

Industry of Employed	Employees 1950	Employees 1960	Change	% of Change
Agriculture, Forestry & Fisheries	135	149	14	10.3
Mining	2	7	5	250.0
Construction	782	703	-79	-10.1
Manufacturing	2057	2592	535	26.0
Durable Goods	(251)	(296)	(45)	(17.0)
Nondurable Goods	(1806)	(2296)	(490)	(27.1)
Transportation, Communications, and other Public Utilities	1755	1528	-227	-12.9
Wholesale and Retail Trade	2673	2979	306	11.4
Finance, Insurance and Real Estate	320	518	198	61.8
Business and Repair Services	200	226	26	13.0
Personal Services	1518	1529	11	7.2
Entertainment and Recreation Services	153	74	-79	-15.6
Professional and Related Services	1031	1327	296	28.7
Public Administration	308	370	62	20.1
Industry not reported	133	232	99	74.4
Total	11,067	12,234	1,167	10.5%



North Carolina and Rocky Mount employed in wholesale trade, retail trade, textile mill products, and other nondurable goods are shown in Tables XVIIA and XVIIIB.³

Table XVIIA. EMPLOYMENT IN 1950 BY SEX FOR SELECTED AREAS

Industry of Employed	State of N. C.		Urban N. C.		Rocky Mount	
	Male	Female	Male	Female	Male	Female
Wholesale trade	28,258	4,524	18,191	3,314	369	41
Retail trade	117,805	58,852	64,309	35,020	1,415	848
Manufacturing Textile Mill Products	119,161	95,968	55,228	45,729	562	478
Other Non- Durable Goods	22,843	9,987	13,508	7,014	182	79

PERCENTAGES

Wholesale trade	86.2%	13.8%	84.6%	15.4%	95.4%	4.6%
Retail trade	66.7	33.3	64.7	35.3	62.5	37.5
Textile Mill Products	55.4	44.6	54.7	45.3	54.0	46.0
Other Non- Durable Goods	69.6	30.4	65.8	34.2	69.7	30.3

Table XVIIIB. EMPLOYMENT IN 1960 BY SEX FOR SELECTED AREAS

Industry of Employed	State of N. C.		Urban N. C.		Rocky Mount	
	Male	Female	Male	Female	Male	Female
Wholesale trade	35,979	7,757	21,278	4,707	504	103

³

The U.S. Bureau of the Census divides the manufacturing classification into two sections; i.e., Durable Goods and Nondurable Goods. The Nondurable Goods section is further divided into six sub-sections, one of which is listed as Textile Mill Products and the last sub-section is listed as Other Nondurable Goods. These two sub-sections were selected since much of Rocky Mount's employment is listed in these classifications. The sub-section entitled Other Nondurable Goods includes the following industry groups: paper, pulp and their products; petroleum refining; footwear; leather; and petroleum, coal, tobacco, rubber, and leather products.



Table XVIIIB. EMPLOYMENT IN 1960 BY SEX FOR SELECTED AREAS
(cont.)

Industry of Employed	State of N. C.		Urban N. C.		Rocky Mount	
	Male	Female	Male	Female	Male	Female
Retail Trade	135,594	77,927	70,171	43,094	1,460	912
Manufacturing Textile Mill Products	118,353	103,373	51,317	46,632	767	471
Other Non- Durable Goods	27,825	19,352	14,479	11,305	259	128

PERCENTAGES

Wholesale Trade	82.3%	17.7%	81.9%	18.1%	83.0%	17.0%
Retail Trade	63.5	36.5	61.9	38.1	61.6	38.4
Textile Mill Products	53.4	46.6	52.4	47.6	62.0	38.0
Other Non- Durable Goods	59.0	41.0	56.2	43.8	66.9	33.1

Employment growth rate in the aforementioned listed industrial groups, except retail trade, is faster than that of the urban areas in the State of North Carolina. Table XVIII portrays the changes in employment which have occurred in the same groups. The most rapid increase was in wholesale trade where the number of Rocky Mount employees increased 72.4 per cent between 1950 and 1960.



Table XVIII. EMPLOYMENT CHANGES FROM 1950 TO 1960 FOR SELECTED AREAS

Industry of Employed	Percentage of Increase State of N. C.	or Decrease over Urban N. C.	the Decade Rocky Mount
Wholesale trade	33.4%	20.8%	72.4%
Retail trade	20.9%	14.0%	4.8%
Manufacturing Textile Mill Products	3.1%	-3.0%	1.9%
Other Nondurable Goods	43.7%	25.6%	47.9%

Rocky Mount's high rate of growth in the selected industrial groups is also reflected in the city having a higher per cent of the total workers in a category in the State. In 1950, 1.25 per cent of the wholesale trade employees in the State and 1.91 per cent of those employees in urban North Carolina worked in Rocky Mount. These percentages increased to 1.39 per cent of the State and 2.34 per cent of urban North Carolina in 1960. Wholesale trade employees constituted 3.7 per cent of all the employees in Rocky Mount in 1950, but they had risen to 4.9 per cent of all employees in 1960. Tables XIXA and XIXB show a comparison of employment changes from 1950 to 1960 in the selected industrial groups previously discussed.

Table XIXA. EMPLOYMENT IN 1950 FOR SELECTED AREAS SHOWING
ROCKY MOUNT'S PERCENTAGE OF LARGER AREAS

Industry of Employed	State of N. C.	Urban N. C.	Rocky Mount	Rocky Mount as a % of State N.C.	% of total Employees as a % of Urban in Rky. Mt.
Wholesale trade	32,782	21,505	410	1.25%	3.7%
Retail trade	176,657	99,329	2,263	1.28%	20.4%
Manufacturing Textile Mill Products	215,129	100,957	1,040	.48%	9.4%
Other Non- Durable Goods	32,830	20,522	261	.80%	2.4%



Table XIXB. EMPLOYMENT IN 1960 FOR SELECTED AREAS SHOWING
ROCKY MOUNT'S PERCENTAGE OF LARGER AREAS

Industry of Employed	Employment			Rocky Mount		% of total Employees in Rky. Mt.
	State of N. C.	Urban N. C.	Rocky Mount	as a % of State	as a % of Urban N.C.	
Wholesale trade	43,736	25,985	607	1.39%	2.34%	4.9%
Retail trade	213,521	113,271	2,372	1.11%	2.09%	19.5%
Manufacturing Textile Mill Products	221,726	97,949	1,238	.56%	1.26%	10.1%
Other Non- Durable Goods	47,177	25,784	387	.82%	1.50%	3.2%

Considering the State as a whole, Rocky Mount had 1.39 per cent of persons employed in Wholesale Trade, 1.11 per cent of those in Retail Trade, and .82 per cent of those in Other Non-durable Goods Manufacturing. These percentages are compared to Rocky Mount having .71 per cent of the population of the State as a whole. In Textile Mill Products Manufacturing, however, Rocky Mount had only .56 per cent of the total employees in this classification, which is below Rocky Mount's proportionate share of the State's total population. In comparison with urban North Carolina, Rocky Mount in the Wholesale and Retail Trade categories had 2.34 per cent and 2.09 per cent respectively of persons employed in these classifications in urban areas; whereas, Rocky Mount had 1.78 per cent of the total urban population of North Carolina. However, in the manufacturing classifications of Textile Mill Products and Other Nondurable Goods, Rocky Mount had 1.26 per cent and 1.50 per cent respectively of persons employed in urban areas in these classifications, which is below the city's proportionate share of the total urban population.



RACE

Nonwhite employees constituted 30.1 per cent of the total work force in Rocky Mount in 1960, but the total population was 35.2 per cent nonwhite in the same year. The lower per cent for employees can be explained by the time of the year in which the census was taken; i.e., April, 1960. Many nonwhite persons are employed in the tobacco market and in tobacco processing which generally are inactive at the time the Census is taken. Table XXA, which shows the occupation of nonwhite employees, can be compared with Table XXB which shows the occupation of all persons employed living in Rocky Mount.

There were 5,730 persons in Rocky Mount having occupations listed as managers, officials, proprietors, clerical workers, sales workers, craftsmen, and foremen in 1960 which was 46.8 per cent of all persons employed. There were 471 nonwhite persons employed in the above classifications which constituted only 7.8 per cent of all nonwhite employees. The fact that 92 per cent of all the persons employed in the above classifications were white is a sign of an imbalance in the work force. The economy of Rocky Mount can be strengthened when all races make their contribution in all occupations.

Table XXI shows what per cent of the work force was nonwhite in 1960 by industry group and relates the nonwhite employees to total employees. Nonwhite employees constituted 4.6 per cent of all persons employed in Public Administration* in Rocky Mount

* "In the Population Census system, the category 'Public Administration' includes only those activities which are uniquely governmental functions, such as legislative and judicial activities and most of the activities in the executive agencies." p. XXII, General Social and Economic Characteristics, North Carolina. Final Report PC (1) 35C.

Table XXA. NON-WHITE EMPLOYEES IN ROCKY MOUNT BY OCCUPATION IN 1960

Occupation of Employed	MALE		FEMALE		TOTAL		Males as a per cent of total	Non-white persons as a % of all employees
	Number	% of Total	Number	% of Total	Number	% of Total		
Professional, Technical and Kindred Workers	105	5.1	262	16.1	367	10.0	28.6	30.6
Farmers and Farm Managers	17	.8	3	.2	20	.5	85.0	38.5
Managers, Officials & Proprietors	41	2.0	8	.5	49	1.3	83.7	3.7
Clerical and Kindred Workers	72	3.5	27	1.7	99	2.7	72.7	6.2
Sales Workers	42	2.0	13	.8	55	1.5	76.4	4.6
Craftsmen, Foremen and Kindred Workers	260	12.7	8	.5	268	2.3	97.0	16.8
Operatives and Kindred Workers	567	27.6	146	9.0	713	19.4	79.5	32.0
Private Household Workers	8	.4	749	46.0	757	20.6	1.1	95.7
Service Workers except private household	256	12.5	294	18.0	550	14.9	46.5	55.9
Farm Laborers excluding unpaid and farm foremen	4	.2	12	.7	16	.4	25.0	37.2
Laborers except Farm and Mine	611	29.7	83	5.1	694	18.9	88.0	81.9
Occupation not reported	71	3.5	22	1.4	93	2.5	76.3	26.1
Total	2,054	100%	1,627	100%	3,681	100%	55.8	30.1

Table XXB. TOTAL EMPLOYEES IN ROCKY MOUNT BY OCCUPATION IN 1960

Occupation of Employed	MALE		FEMALE		TOTAL		Males as a % of total
	Number	% of Total	Number	% of Total	Number	% of Total	
Professional, Technical and Kindred Workers	546	7.2	655	14.3	1201	9.8	45.5
Farmers and Farm Managers	49	.6	3	.1	52	.4	94.2
Managers, Officials and Proprietors excluding farm	1140	14.9	196	4.3	1336	10.9	85.3
Clerical and Kindred Workers	557	7.3	1043	22.7	1600	13.1	34.8
Sales Workers	809	10.6	391	8.5	1200	9.8	67.4
Craftsmen, Foremen and Kindred Workers	1559	20.4	35	.8	1594	13.0	97.8
Operatives and Kindred Workers	1533	20.1	696	15.1	2229	18.2	68.7
Private Household Workers	8	.1	783	17.0	791	6.5	1.0
Service Workers, except Private Household	418	5.5	566	12.3	984	8.1	42.5
Farm Laborers excluding unpaid and farm foremen	23	.3	20	.4	43	.4	53.4
Laborers except farm and mine	752	9.8	95	2.1	847	6.9	88.7
Occupation not reported	245	3.2	112	2.4	357	2.9	68.6
Total	7639	100%	4595	100%	12,234	100%	62.4

Table XXI. INDUSTRY OF EMPLOYED BY RACE FOR ROCKY MOUNT IN 1960

Industry of Employed	Total Non-white Number	%	Total Employees Number	%	Per Cent Non-white
Agriculture, Forestry and Fisheries	69	1.9	149	1.2	46.3
Mining	4	.1	7	.1	57.1
Construction	263	7.1	703	5.7	37.4
Manufacturing	595	16.2	2592	21.2	23.0
Durable Goods	(87)	(2.4)	(296)	(2.4)	29.4
Nondurable Goods	(508)	(13.8)	(2296)	(18.8)	22.1
Transportation, Communications and other Public Utilities	369	10.0	1528	12.5	24.1
Wholesale and Retail Trade	547	14.9	2979	24.4	18.4
Finance, Insurance and Real Estate	29	.8	518	4.2	5.6
Business and Repair Services	36	1.0	226	1.9	15.9
Personal Services	1126	30.6	1529	12.5	73.6
Entertainment and Recreation Services	33	.9	74	.6	44.6
Professional and Related Services	510	13.9	1327	10.8	38.4
Public Administration	17	.5	370	3.0	4.6
Industry not reported	83	2.1	232	1.9	35.8
Total	3681	100%	12,234	100%	30.1%

Table XXII. GROSS RETAIL SALES

	Carolina	Nash	Edgecombe	Total	Total as a % of State	Rocky Mount Total	Rocky Mount as a % of Total	Rocky Mount as % of State
1963								
October	570,384,093	6,796,340	4,778,164	11,574,504	2.03%	6,790,335	58.67%	1.19%
September	618,076,514	7,333,690	5,789,526	13,123,216	2.12	7,466,935	56.90	1.21
August	576,553,260	6,758,769	4,975,885	11,734,654	2.04	6,776,583	57.75	1.81
July	582,054,657	7,042,184	4,753,518	11,795,702	2.03	6,818,768	57.81	1.17
June	569,754,477	6,481,312	4,976,225	11,457,537	2.01	6,931,639	60.50	1.22
May	602,207,587	7,129,555	4,807,330	11,936,885	1.98	7,082,069	59.33	1.18
April	527,490,948	6,307,391	3,974,150	10,281,541	1.95	6,170,497	60.02	1.17
March	487,861,770	5,810,173	3,910,553	9,720,726	1.99	5,817,274	59.84	1.19
February	503,888,773	6,043,000	4,220,701	10,263,701	2.04	6,069,538	59.14	1.20
January	643,715,506	8,280,515	5,181,838	13,462,353	2.09	8,057,933	59.86	1.25
1962								
December	567,053,803	7,021,877	4,676,511	11,698,388	2.06	6,728,107	57.51	1.19
November	595,605,442	7,457,154	4,923,352	12,380,506	2.08	7,175,000*	57.95	1.21
Average Population 1960	4,556,155	61,002	54,226	115,228	2.53	32,147	27.9	.71

* Estimated

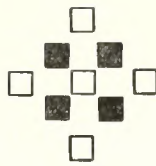


in 1960. The nonwhite per cent of total employment in the two industry groups of Finance, Insurance and Real Estate and of Wholesale and Retail Trade were 5.6 per cent and 18.4 per cent respectively. The manufacturing industries employed 21.2 per cent of all the workers in Rocky Mount in 1960, but only employed 16.2 per cent of all the nonwhite workers in the labor force.

RETAIL SALES

Rocky Mount is a trading center for a large area and this can be proven by an examination of Retail Sales data. Table XXII portrays Retail Sales of selected areas from November, 1962, through October, 1963. During that time span Rocky Mount had 58.77 per cent of the Retail Sales in Nash and Edgecombe Counties and 1.20 per cent of the Retail Sales of North Carolina. This compares to the 1960 population of Rocky Mount, which was 27.9 per cent of the two counties and .71 per cent of the State. The Retail Sales in Nash and Edgecombe Counties are not high in relation to the State, for in 1963, 2.04 per cent of all the Retail Sales in North Carolina were in the two counties, but in 1960 the two counties had 2.53 per cent of the population in the State.

Based upon a national average that a person spends 60 per cent of his personal income in retail trade, Table XXIII shows that a considerable amount of money spent in retail trade in Nash and Edgecombe Counties came from outside the counties. Comparing 60 per cent of personal income with gross retail trade, it is seen that 40 cents of every dollar put in retail trade in Nash County comes from outside the county; whereas, in Edgecombe County, 31 cents of every retail trade dollar comes from beyond the county. Since Rocky Mount has 58.8 per cent of all retail



trade in the two counties and since 52 cents of every retail dollar spent in Rocky Mount comes from outside the city limits, Rocky Mount's retail trade area extends beyond the two counties.

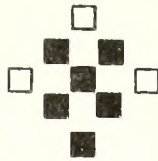
Table XXIII. PERSONAL INCOME AND GROSS RETAIL SALES IN ROCKY MOUNT AND NASH AND EDGECOMBE COUNTIES IN 1959*

	Nash	Edgewcombe	Total Counties	Rocky Mount
Personal Income	60,117,000	48,525,000	108,642,000	47,847,456
Gross Retail Sales	60,098,887	42,455,791	102,554,678	60,300,000
60% of Income	36,072,000	29,115,000	65,187,000	28,708,474
Money spent from outside	24,026,887	13,330,791	37,367,678	31,591,526
Money spent from outside as a % of Gross Retail Sales	40%	31.4%	36.4%	52.4%

* Gross Retail Sales for Fiscal Year 1959-60

AGRICULTURE

Tobacco accounts for most of the income from farm products in Nash and Edgewcombe Counties although it is more important in the former. In Nash County tobacco sales accounted for 67.3 per cent of the sales of all farm products in 1959, and had increased to 73.2 per cent of all farm products sales in 1962. Cotton, hogs, and poultry and eggs were the products next in importance in terms of cash receipts in Nash County. Tobacco,



peanuts, cotton, corn and hogs provided the highest income from products, in order of importance in Edgecombe County. Tobacco sales were 55.2 per cent of all sales for farm products in Edgecombe County in 1959, and in 1962 they dropped to 54.6 per cent of all sales for farm products.

The data presented on Tables XXIV and XXV show that the farm economy of Edgecombe County is more diversified than that for Nash County. It is significant to note that cotton sales, as a per cent of total sales for all farm products have been increasing in Edgecombe County; whereas, cotton sales have been either declining or remaining constant in other areas of North Carolina. Nash County follows the North Carolina trend.

WORKER MOBILITY

Rocky Mount workers generally are employed in either Nash or Edgecombe Counties. The two counties provide employment for 96.5 per cent of the workers living in Rocky Mount who reported their place of employment in the census of 1960. In the six townships surrounding the city, 96.4 per cent of the employees who reported their place of employment in 1960 worked in either Nash or Edgecombe Counties. It is important that jobs are available locally and workers living in the area do not have to travel to other counties for employment. Rocky Mount and the two counties appear stable in respect to worker mobility. See Table XXV and Chart XII for further data.

An estimate of the availability of production type workers within 20 miles of Rocky Mount has been made by the Employment Security Commission of North Carolina and is included in the appendix.

FURTHER EMPLOYMENT PROJECTIONS

Assuming that employment in Rocky Mount will increase in the future at the same rate it increased during 1950 and 1960,

PERCENT OF WORKERS LIVING IN THE SIX TOWNSHIP AREA
AND WORKING IN VARIOUS COUNTIES

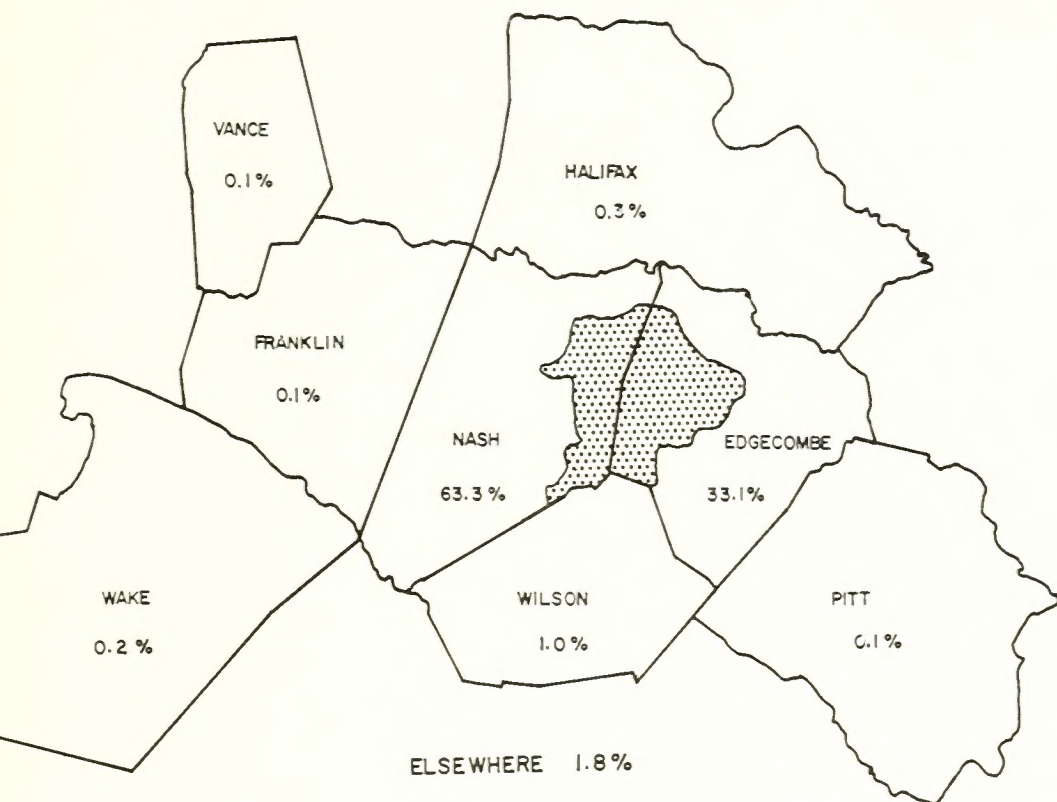


Table XXIV. ESTIMATED INCOME FROM SALE OF FARM PRODUCTS AND GOVERNMENT PAYMENTS

	1959			1960			1961			1962		
	NASH COUNTY											
	Dollars	% of Total	Dollars	% of Total	Dollars	% of Total	Dollars	% of Total	Dollars	% of Total	Dollars	% of Total
Tobacco	15,417,988	67.3	20,591,540	70.5	23,093,619	71.4	24,148,000	73.2				
Cotton	1,562,666	6.8	1,339,416	4.6	2,406,872	7.4	2,143,200	6.5				
Peanuts	448,181	2.0	589,675	2.0	441,650	1.4	568,750	1.7				
Corn	600,000	2.6	862,500	2.9	649,000	2.0	656,250	2.0				
Other Grain including soybeans	561,000	2.4*	791,000	2.7	807,000	2.5	547,000	1.7				
Potatoes	70,000	.3	137,500	.5	82,500	.3	120,000	.4				
Fruits & Vegetables	108,000	.5	135,000	.5	174,200	.5	212,500	.6				
Forestry	995,000	4.3	792,250	2.7	791,500	2.4	645,000	2.0				
Hogs	1,400,000	6.1	2,000,000	6.8	2,130,000	6.6	2,100,000	6.4				
Cattle	550,000	2.4	550,000	1.9	594,000	1.8	610,000	1.8				
Milk	145,000	.6	165,000	.6	165,000	.5	176,000	.5				
Poultry and eggs	1,049,000	4.6	1,219,800	4.2	1,013,000	3.1	1,046,000	3.2				
Other livestock and livestock products	11,030	.1	11,400	.1	10,400	.1	7,525	--				
Total Sales	22,917,865	100%	29,185,081	100%	32,358,741	100%	32,980,225	100%				
Government Payments	91,309		94,829		596,254		893,403					
Grand Total	23,009,174		29,279,910		32,954,995		33,873,628					

Table XXV. ESTIMATED INCOME FROM SALE OF FARM PRODUCTS AND GOVERNMENT PAYMENTS

EDGECOMBE COUNTY

	1959			1960			1961			1962		
	Dollars	% of Total	Dollars	% of Total	Dollars	% of Total	Dollars	% of Total	Dollars	% of Total	Dollars	% of Total
Tobacco	10,226,781	55.2	13,492,061	58.4	14,681,000	58.1	13,916,137	54.6				
Cotton	1,274,885	6.9	1,084,176	4.7	2,125,350	8.4	2,243,482	8.8				
Peanuts	2,191,000	11.8	2,781,562	12.0	2,699,760	10.7	3,767,400	14.8				
Corn	1,200,000	6.5	1,250,000	5.4	1,575,000	6.3	1,320,000	5.2				
Other Grains	765,654	4.1	779,550	3.4	1,070,000	4.2	1,102,068	4.3				
Potatoes	82,600	.4	91,800	.4	43,000	.2	45,000	.2				
Fruits and Vegetables	8,250	.1	8,250	--	--	--	50,820	.2				
Hay and other crops	12,000	.1	8,500	--	--	--	--	--				
Forestry	417,500	2.3	758,000	3.3	458,000	1.8	455,000	1.8				
Hogs	1,050,000	5.7	1,500,000	6.5	1,320,000	5.2	1,335,000	5.2				
Cattle	432,000	2.3	497,000	2.1	566,000	2.3	555,000	2.1				
Milk	510,000	2.7	510,000	2.2	420,000	1.7	425,000	1.7				
Poultry and eggs	301,000	1.6	314,750	1.4	288,750	1.1	270,500	1.1				
Other livestock and livestock products	58,750	.3	38,750	.2	3,700	--	2,500	--				
Total Sales	18,531,220	100%	23,114,399	100%	25,250,560	100%	25,487,907	100%				
Government Payments	104,050		108,287		590,716		725,959					
Grand Total	18,635,270		23,222,686		25,841,276		26,213,866					

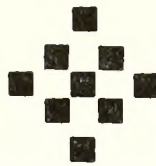


Table XXVL WORKER MOBILITY IN 1960

Counties	Workers entering county from Rocky Mount		Workers entering county from the six townships in Nash and Edgecombe Counties	
	Number	%	Number	%
Wake	24	.2	40	.2
Durham	-	-	-	-
Nash	7,480	64.0	10,539	63.3
Franklin	17	.2	17	.1
Halifax	28	.2	52	.3
Edgecombe	3,794	32.5	5,530	33.1
Wilson	94	.8	159	1.0
Johnston	3	a	7	a
Vance	9	.1	21	.1
Pitt	8	.1	16	.1
Wayne	4	a	4	a
Martin	4	a	4	a
Lenoir	4	a	4	a
Elsewhere	217	1.9	296	1.8
Place not reported	301	--	464	
Total Reported (11,686)		100%	(16,689)	100%
Total	11,987		17,153	

a = Too small to calculate

EMPLOYMENT AS A PERCENT OF TOTAL POPULATION 1950 TO 1980

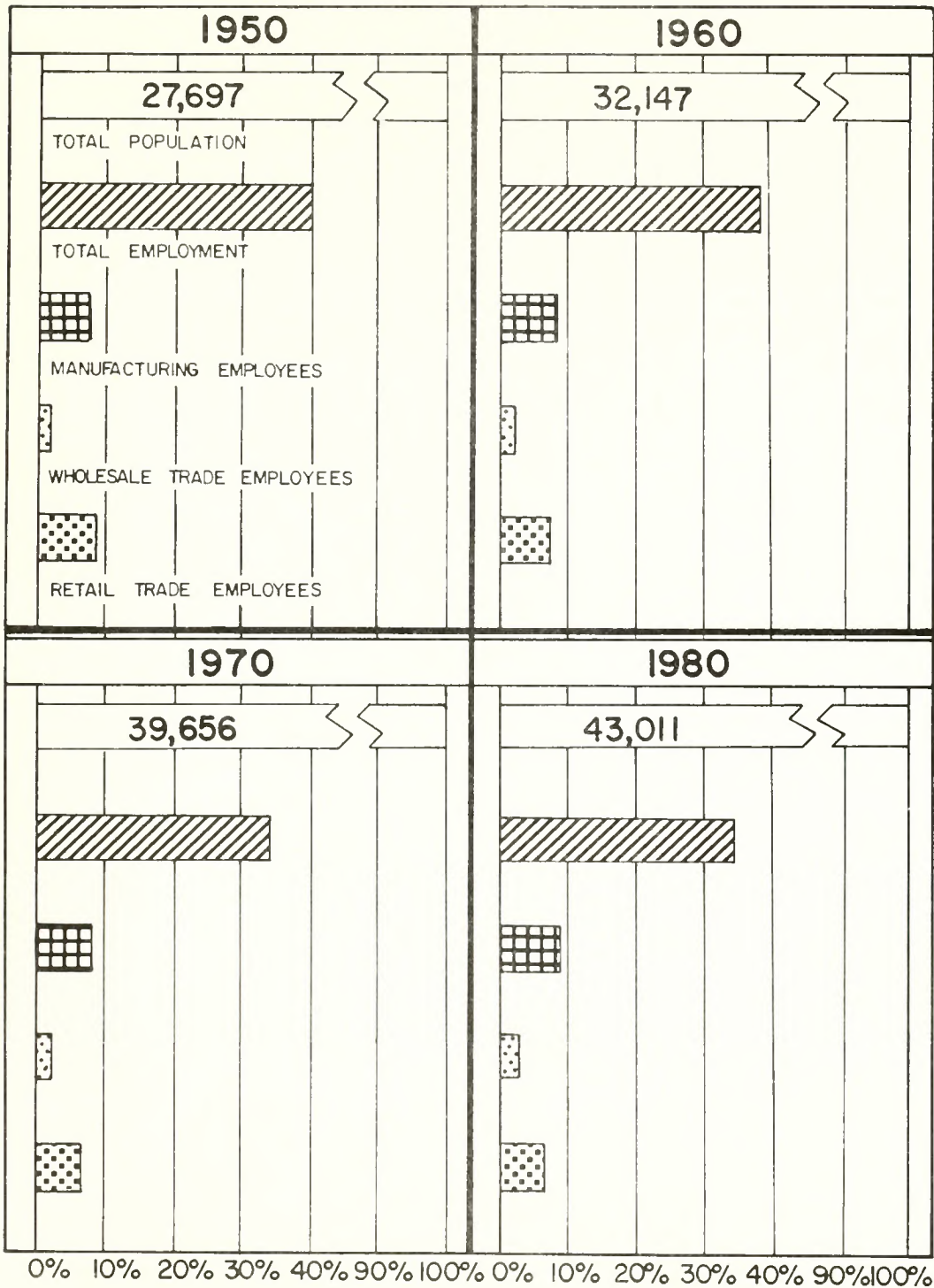


Table XXVI.: EMPLOYMENT PROJECTIONS FOR ROCKY MOUNT

Year	Total Population	Total Employees		Wholesale Trade Employees		Retail Trade Employees		Manufacturing Employees	
		No.	% of pop.	No.	% of pop.	No.	% of pop.	No.	% of pop.
1950	27,697	11,067	40.0	410	1.48	2263	8.18	2057	7.43
1960	32,147	12,234	38.1	607	1.89	2372	7.38	2592	8.06
1970	39,656	13,402	33.8	805	2.03	2482	6.26	3128	7.89
1980	43,011	14,569	33.9	1002	2.33	2591	6.02	3663	8.52



turing bring 359 more people into a city. The additional manufacturing employees estimated in 1980 would increase Rocky Mount's population by about 3,900.

SUMMARY OF FINDINGS

Rocky Mount is the financial center of a region including two counties, but

In every census since 1900 Rocky Mount has had a larger per cent of the population in the two counties. During the same time the county areas themselves have become more urban.

The city has a higher percentage of older persons and a lower percentage of young adults than the average North Carolina city. Young adults have been leaving Rocky Mount.

The median family income in Rocky Mount is lower than for other urban areas in North Carolina, but it is high in relation to eastern North Carolina cities.

The population projections for the two counties show Nash County decreasing slightly and Edgecombe County increasing slightly by 1980. The six townships surrounding Rocky Mount show a significant increase in population for 1980. The corporate limits of Rocky Mount are projected to contain about 43,000 persons by 1980.

Rocky Mount had a high per cent of its workers employed in wholesale and retail trade establishing the fact that the city is a major shopping and distribution center. Many persons are employed in manufacturing non-durable goods because of the concentrations of the textile and tobacco industries.

Between 1950 and 1960, population increased faster than employment which means that each worker must be supporting more non-workers.

Non-white employees were not represented in many industrial classifications in proportion to their per cent of total population.

There are many jobs available in the two-county area for persons living near Rocky Mount.

Future employment should increase generally consistent with population increases. Jobs in manufacturing should show a significant increase by 1980.

APPENDIX

EDGECOMBE COUNTY PROJECTIONS: 1970 AND 1980 BY AGE, RACE, AND SEX

Age Groups	1970				1980			
	White Males	White Females	Nonwhite Males	Nonwhite Females	White Males	White Females	Nonwhite Males	Nonwhite Females
0-4	1356	1316	2220	2163	1396	1355	2331	2271
5-9	1289	1224	1912	1919	1373	1304	2042	2050
10-14	1316	1222	2113	1931	1336	1240	2085	1905
15-19	1280	1151	1768	1717	1162	1044	1546	1502
20-24	825	997	923	950	770	893	996	960
25-29	797	912	622	755	943	1008	789	936
30-34	642	674	450	551	813	872	585	657
35-39	713	753	446	563	729	805	459	585
40-44	848	849	535	733	581	625	380	479
45-49	810	830	563	648	628	657	366	442
50-54	732	831	567	606	685	777	474	589
55-59	643	746	491	575	679	766	462	548
60-64	510	636	332	430	587	675	348	456
65-69	377	580	377	479	428	632	403	543
70-74	295	440	195	342	331	540	230	382
75-79	173	265	113	137	197	342	162	196
80-84	80	176	45	86	102	231	52	124
85+	57	101	44	52	72	148	50	60
Totals	12,743	13,703	13,716	14,637	12,812	13,914	13,760	14,685

NASH COUNTY PROJECTIONS: 1970 AND 1980 BY AGE, RACE, AND SEX

Age Groups	1970				1980			
	White Males	White Females	Nonwhite Males	Nonwhite Females	White Males	White Females	Nonwhite Males	Nonwhite Females
0-4	1873	1790	1621	1637	1910	1825	1531	1546
5-9	1796	1761	1476	1555	1887	1851	1419	1496
10-14	1833	1733	1633	1547	1852	1751	1488	1410
15-19	1602	1708	1404	1356	1502	1602	1160	1120
20-24	1244	1401	678	734	1077	1228	622	665
25-29	1134	1149	527	598	1201	1298	544	636
30-34	963	1104	360	432	1224	1312	394	460
35-39	1032	1055	379	440	1093	1082	382	430
40-44	1144	1272	465	570	882	1078	300	364
45-49	1262	1255	474	499	966	1002	296	333
50-54	1110	1244	436	531	1055	1200	339	443
55-59	1012	1080	476	465	1116	1174	390	380
60-64	746	952	255	321	845	1133	273	351
65-69	592	734	283	345	776	938	335	393
70-74	387	634	164	204	484	811	151	230
75-79	282	361	96	104	322	438	122	125
80-84	122	213	76	70	132	291	76	86
85+	64	106	56	55	83	149	63	67
Totals	18,198	19,552	10,859	11,463	18,407	20,163	9,885	10,535

EMPLOYMENT SECURITY COMMISSION OF NORTH CAROLINA
Bureau of Employment Security Research
Raleigh, North Carolina

ESTIMATE OF PRODUCTION WORKER AVAILABILITY 1/

Area: Rocky Mount N. C., October 1963



RECRUITING AREA: 20 MILE RADIUS (ROAD MILES);

SITES IN OR NEAR Rocky Mount.

POPULATION OF ENCIRCLED AREA: 152,525
(1960 CENSUS)

EACH YEAR APPROXIMATELY 1,070 HIGH SCHOOL GRADUATES ENTER THE LABOR MARKET IN THE ENCIRCLED AREA. IT IS ESTIMATED THAT ABOUT 795 OF THESE GRADUATES WOULD BE AVAILABLE FOR JOBS IN Rocky Mount.

Characteristics of Available Production Type Workers

CHARACTERISTICS	TOTAL	WHITE		OTHER	
		MALE	FEMALE	MALE	FEMALE
TOTAL ESTIMATE OF AVAILABLE PRODUCTION TYPE WORKERS	3,270	810	1,180	570	710
SKILLED	270	95	140	25	10
SEMISKILLED	760	200	275	150	135
TRAINABLE FOR PRODUCTION JOBS DEMANDING SKILL DEVELOPMENT	2,240	515	765	395	565

EXPERIENCED WORKERS, BY INDUSTRY	SKILLED	SEMISKILLED
Textiles, Including Hosiery	130	235
Lumber and Wood	20	170
Tobacco Processing	20	140
Machinery Mfg. and Metal Fabricating	30	55

1/ DEFINITION:

THOSE PERSONS AVAILABLE AND QUALIFIED FOR A PRODUCTION TYPE JOB IN INDUSTRIES WHICH AFFORD WAGES AND WORKING CONDITIONS EQUAL TO OR SLIGHTLY BETTER THAN THE PRESENT INDUSTRIAL PATTERN OF THE AREA.

ONLY THOSE PERSONS WHO POSSESS PRODUCTION JOB SKILLS AND THOSE PERSONS UNDER 45 YEARS OF AGE WHO ARE TRAINABLE FOR PRODUCTION JOBS ARE INCLUDED.

EXCLUDED ARE JOB-SEEKERS NOT DEEMED TO BE SUITABLE FOR PRODUCTION TYPE WORK.

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